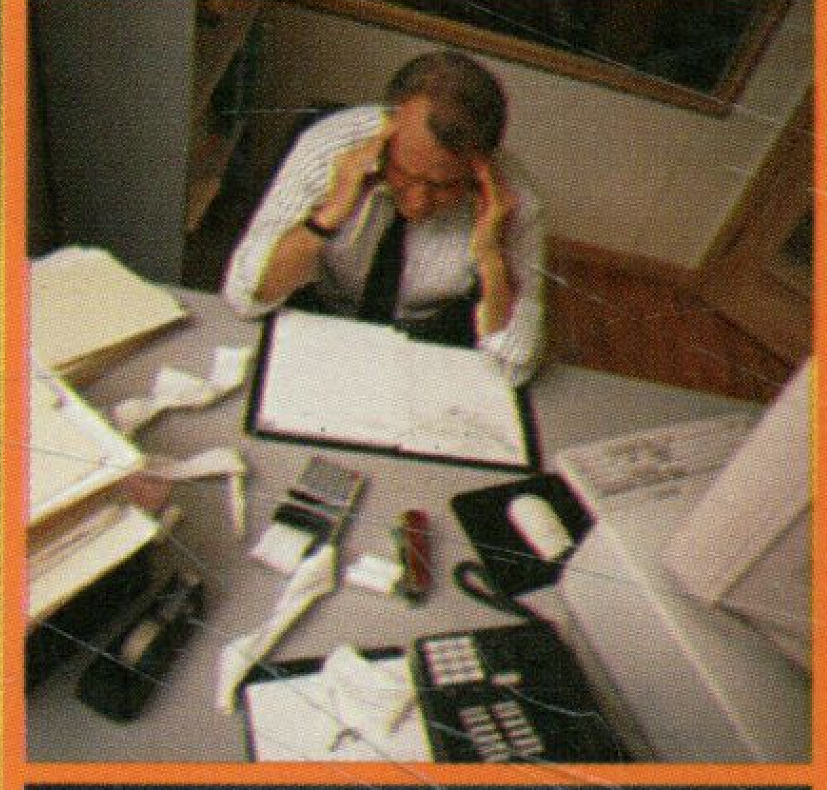
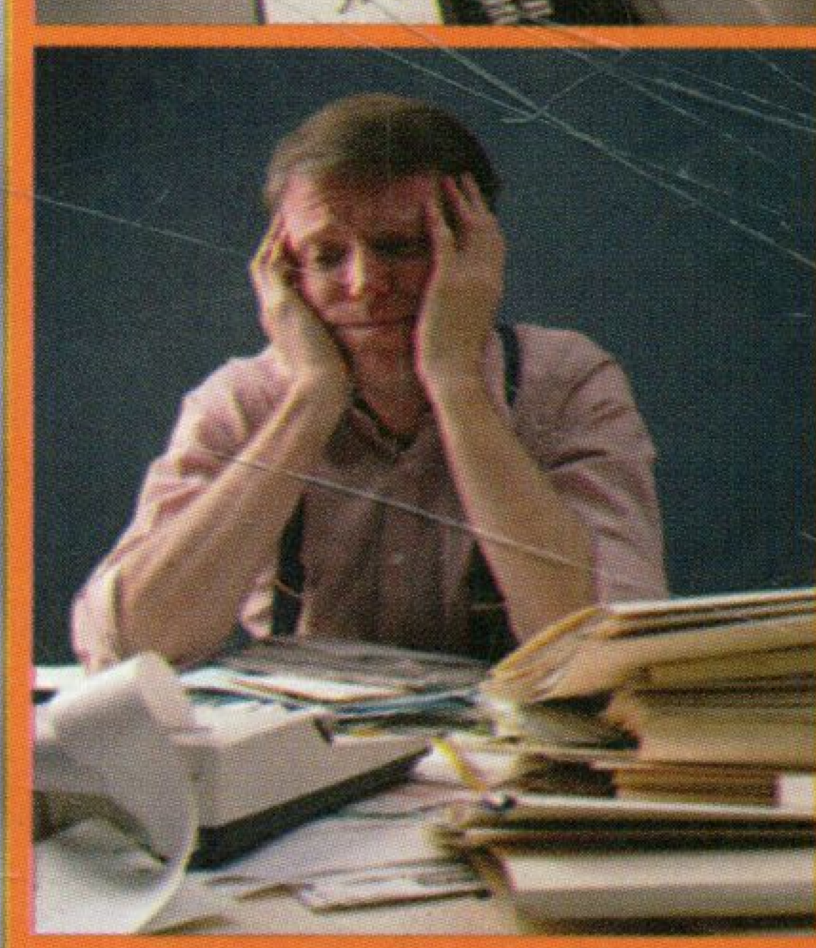
BUSINESS AND FRIENDLY LETTERS WRITING SKILLS

مهارات كتابة الرسائل التجارية والودية

[باللغة الإنجليزية]

إعداد
أ. ماجد دودين

دار رسلان

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إعداد

ماجد دوميلس

/مهارات كتابة الرسائل التجارية والودية/

إعداد: ماجد دودين

سنة الطباعة: ٢٠٠٩.

عدد النسخ: ١٠٠٠ نسخة.

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دار رسلان للطباعة والنشر والتوزيع

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للطباعة والنشر والتوزيع

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General Guidelines (1) إرشادات عامة

(A) The Written word in Business

(أ) الكلمة المكتوبة في ميدان العمل التجاري

Important Note ملاحظة هامة

In spite of the great **advances** made in the field of **communication** the letter remains one of the most **effective** ways of **conveying** information from one person to another. Bearing in mind the important role played by the letter in the world of business, students need to distinguish between good and bad practices in letter writing. The acceptable forms and styles need to be understood.

The **critical** importance of the letter is its **impact** on the **receiver**. We are dealing with customers or members of the public **(potential customers)** without whose support the business would fail and our jobs disappear. Of course this is true of all our contacts with the public but the letter is difficult to **retract** or to **deny,** and these features mean that we need to be particularly careful and precise when we compose letters.

Some Guidelines بعض الإرشادات

The most important quality to **cultivate** for writing letters is empathy. Empathy requires you to **"stand in the shoes of"** the recipient. How would you **react** to this letter if it was addressed to you? It is a quality closely **allied** to **tact** and diplomacy. However there are other **guidelines** which you will need to bear in mind.

1. Deal with all the points raised in an incoming letter. There is always a danger in a complex letter that some of the questions raised will be unanswered.
2. Reply to letters as **promptly** as possible. Time is of the essence.
3. Keep the language as simple as possible particularly when you

are writing to a **non-expert**. At the same time do not go too far in that direction so that the recipient feels he is being treated as an **idiot** .

4. Avoid **irrelevancy** and **triviality**.
5. Check the letter carefully before it is signed and leaves the office. The letter is an advertisement for the **efficiency** of your business. Advertisements are supposed to make people want to be **associated** with your organization but some letters have the opposite effect.
6. **Avoid** making promises you cannot keep, and if, for example, you agree to provide certain information by a certain date, make a diary note so you are reminded to act.
7. Avoid **attacking** other people or firms particularly by name. Your letter might be produced in **court** when you are charged with damaging a person's **reputation**.
8. Be careful you are not committing your organization to an unwanted course of action. An agreement between two parties may be **enforceable** at law. A contract does not usually need to be **evidenced** in writing but the production of a letter could support a **claim** to the court that a **contractual obligation** exists. Andrew, a car dealer, writes to a customer "I agree to buy your Dodge motor car for £6000". He may then be committed to the purchase in spite of the fact that he meant to quote a price of £3000. The larger sum was a **typing error**.

B) How to Appraise Your Letters

ب) كيف تقيم رسائلك

Before **appraising** a letter, be sure to **determine** its exact **purpose**. What **message** is it expected to **convey**? What **response** is **desired** from the **addressee**? Then see how far your letter answers the following questions:

*** IS THE LETTER**

1. Complete

(a) Does it give, in the most **effective** order, all information necessary to **accomplish** its purpose?

(b) Does it answer fully all the questions, asked or implied, in the incoming letter?

2. Concise

(a) Does the letter include only the essential **facts** without a lot of **generalities**?

(b) Are the ideas **expressed** in the fewest possible words **consistent** with **clarity** and **courtesy**?

(c) Have **irrelevant** details and unnecessary **repetition** been eliminated?

3. Clear

(a) Is the language **adapted** to the **vocabulary** of the reader to whom it is addressed?

(b) Do the words exactly express the **thoughts** you desire to convey?

(c) Is it **paragraphed** in **separate** thought units so that it will be easy to read?

(d) Are thoughts expressed in a **coherent** and **logical** order?

4. Correct

(a) Is the accuracy of all figures, facts and data beyond **question**?

(b) Are all the statements made in strict **conformity** with your employer's policy?

(c) Is the letter free from **grammatical** errors, spelling errors, **misleading punctuation** errors?

5. Friendly

(a) Is the letter written in a **cordial, friendly** tone?

(b) Does it **evidence a desire to cooperate** fully?

(c) Will it give the reader a good **impression** and **promote a good will** for the **establishment**?

(d) Is it free from **antagonistic** words, phrases and thoughts?

(e) Does it sound **sincere**?

(C) Addressing an Envelope

(ج) عنونة الرسالة (أو الظرف)

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* Here are a few simple rules about the best way of addressing an envelope:

1. Use separate lines for the name or company, post box or house name, number and street, town and county or city and state postcode.
2. The number precedes the street name. Words like Street, Square, avenue are written separately, each word starting with a capital letter.
3. Commas may be placed at the end of each line (closed punctuation), or only between city and state or country (open punctuation). Use the same form as in the letter.
4. The British Postcode is written below the address. The American zip code is on the same line as city and state .
5. The postcode should always be the last item of information in the address, and in block capitals .
6. Whenever possible place the postcode on a line by itself at the end of the address .

7. Do not use full stops or any other punctuation marks between or at the end of the characters of the postcode .
8. Always leave a clear space, at least equivalent to one character, between" the two halves of the postcode .
9. Never underline the postcode .
10. Never join the characters of a postcode in any way .
11. No writing should appear below the postcode. It is better to show return addresses on the back of an envelope rather than in the bottom corners of the front. "For the attention of ..." and similar messages should be shown above the address, not below it .

If you use private reference numbers on letters for your own purposes, they too should be placed immediately above the address, or be kept to the upper left hand side of the address panel.

STAMP **طابع بريد** **Miss K. White,** **I100, South Street,** **PURLEY,** **Surrey,** **CR2 4TJ**

12. Postal indications are:

Air Mail (or AIR MAIL)	Private	Sample
Express	Confidential	Fragile - handle with
Urgent	To be called for	Printed matter
Registered	Please forward	

Confidential
Messrs Black.& Sons
P.O: Box 135
Liverpool
AB3 DE4

British Style

Registered
C. V. Tapatex
J1 Tiang Bendera 4
Jakarta
Indonesia

American Style

AIR MAIL
Faster Services Inc.
82 West 10th Street
San Francisco, Calif,
27044
USA

Vocabulary	المصطلحات
Advances	تقدم؛ ارتقاء؛ ترق
communication	اتصالات؛ اتصال
effective	فعال؛ مؤثر
to convey	يوصل؛ ينقل؛ يبلغ
critical	خطير؛ حرج؛ حاسم
impact	وقع؛ أثر؛ تأثير
receiver	متسلم (أو مستلم)
potential customers	عملاء مرتقبون (أو محتملون)؛ عملاء المستقبل
to retract	يتراجع؛ يرجع (عن قوله مثلاً)

to deny	ينكر؛ يتبرأ من
to cultivate	يهذب؛ يصقل
empathy	استغراق؛ تأمل
to stand in the shoes of	يحل محل؛ يضع نفسه مكان الغير
to react	يستجيب؛ يتفاعل؛ يتأثر
allied to	مؤتلف؛ مرتبط؛ متصل
tact	كياسة؛ حسن تصرف؛ ذوق؛ لباقة
guidelines	دليل؛ نهج
promptly	فوراً؛ على الفور
non-expert	عديم الخبرة؛ لا يتمتع بخبره
idiot	أبله؛ أحمق
irrelevancy	عدم مطابقة؛ خروج عن الصدد
triviality	تفاهة؛ سخافة
efficiency	فاعلية؛ مضاء في العمل؛ فعالية؛ اقتدار
associated	مشارك
to avoid	يتجنب؛ يتفادى
promises	وعود؛ عهود
diary	يومية
To attac	يتهجم على، يهاجم
court	محكمة
reputation	صيت؛ سمعة
enforceable	عقد
contract	دليل؛ بينه

claim	إدعاء؛ دعوى؛ حق المطالبة بشيء
contractual obligation	التزام تعاقدي
typing error	خطأ طباعي
appraising	تقييم (أو تقويم)
to determine	يحدد
purpose	غاية؛ غرض
message	رسالة
to convey	ينقل؛ يُبلغ
response	استجابة
desired	المرغوب فيه؛ مرغوب فيه
addressee	المعنون إليه؛ المرسل إليه
complete	كامل؛ شامل
effective	فعّال
to accomplish	يكمل؛ يُتم
incoming	وارد
concise	مُوجز
facts	وقائع؛ حقائق
generalities	عموميات
to express	يُعبر عن
consistent	متلائم؛ متوافق
clarity	وُضوح
courtesy	لُطف؛ كياسة
irrelevant	خارج عن الصدد؛ لا علاقة له بالموضوع

repetition	تكرار
eliminated	مُلغى
clear	واضح؛ جليّ
adapted	متكيف مع
vocabulary	مفردات (لغوية)؛ مصطلحات
thoughts	أفكار
paragraphed	مقسم إلى فقرات
separate	منفصل؛ منفرد
coherent	متماسك
Logical	منطقي
Correct	صحيح؛ سوي
Question	سؤال
Conformity	نحوي أو صرفي
Errors	أخطاء؛ أغلاط
Spelling	تهجئة
Misleading	مضلل؛ خادع
Punctuation	ترقيم؛ ترقين
Cordial	ودود؛ ودي
Friendly	حار؛ ودي
Tone	نبرة؛ نغمة
Evidence	برهان؛ إثبات
Desire	رغبة؛ توق
To cooperate	يتعاون

Impression	انطباع
To promote	يروج
Goodwill	وداد؛ شعور ودّي
Establishment	مؤسسة؛ منشأة
Antagonistic	عدائي؛ مناوئ
Sincere	مخلص
To precede	يسبق؛ يأتي قبل
Postcode	رمز بالأرقام والأحرف (للدلالة على الحي البريدي في بلدة ترسل إليه الرسائل وبخاصة إلى إنجلترا) = رمز بريدي
Zip code	رمز خماسي الأرقام (يحدد المنطقة البريدية في الولايات المتحدة الأمريكية) = رمز بريدي
To underline	يخط خطاً تحت كلمة أو عبارة للتنويه بها
Return address	عنوان المراسلة (أو المكاتبة)
Postal indications	مؤشرات (أو تنبيهات أو تحذيرات) بريدية

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Language Practice تطبيقات لغوية

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	**Say** قل	**Reason** السبب
Have you **weighted** the letter?	Have you **weighed** the letter?	"**Weight**" is a noun and cannot be used as a verb. The verb is "**weigh**" (without the "t")
There is much hot this summer?	**It is very hot this** summer.	"**Hot**" is an adjective only, and cannot be used as a noun. The noun is "**heat**"
I read it in **one and a half hour.**	I read it in **one and a half hour**	In English, the plural must be used with anything greater than one, even if it is less than two.

(B) Synonyms and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
Practical (adj.)	عملي	**Workable**	**Impractical**
Inflate (v.)	يضخم	**Expand**	**Deflate**
Ability (n.)	مقدرة	**Capability**	**Inability**
Abnormal (adj.)	غير طبيعي	**Unnatural**	**Normal**
Abolition (n.)	إلغاء	**Elimination**	**Establishment**
Accurate (adj.)	دقيق	**Exact**	**Inaccurate**
Absolute (adj.)	مطلق	**Unrestricted**	**Restricted**
Abundance (n.)	وفرة	**Plenty**	**Scarcity**
Accessible (adj.)	في المتناول	**Available**	**Unavailable**

Acceptance	قبول	Approval	Rejection

(C) Letter Writing (ج) كتابة الرسائل

*** Useful phrases and sentences on: Inquiries (= enquiries)**

1. We are retailers / importers / wholesalers in the .... trade, and would like to get in touch with suppliers/ manufacturers.
2. We have heard of your products, and would like to ....
3. Please send us prices and samples of ....
4. Would you please let us have a firm offer for ....
5. We read your advertisement in ....
6. We require .... for immediate delivery .
7. Would you kindly quote your best prices and terms of payment for ......?
8. What quantities are you able to supply from stock?
9. We are in the market since ....
10. We are interested in importing ....
11. If your prices are competitive / If the quality of the goods comes up to our expectations / If the samples meet with our customers' approval, we can probably let you have regular orders.
12. There is a promising market here for good quality office machines, and we may be able to place large orders with you.
13. We look forward to receiving your quotation / prices / reply as soon as possible.
14. Thank you in advance for any information you can give us.
15. An early answer (or reply) would be appreciated.

* Requests

16. Please could you send us a copy of your latest price list?

17. We would be very grateful if you could send us details of your new accountancy packages .
18. I would be much obliged if you could let us know whether the IPC-1414 is IBM compatible .
19. I am writing to request a copy of your latest catalogue.
20. We would appreciate it if you could let us know where we can buy your accountancy packages.

Vocabulary	المصطلحات
Inquiry (= enquiry)	استعلام
Retailers	تجار المفرق (أو التجزئة)
Importers	مستوردون
Wholesalers	تجار الجملة
Suppliers	موردون
Manufactures	منتجون؛ مصنعون
Product	إنتاج؛ منتج
Samples	عينات؛ مساطر
Firm offer	عرض ثابت
Advertisement	إعلان
Delivery	تسليم
Stock	مخزون (بضاعة)
Competitive	منافس
Expectations	توقعات
Regular	منتظم؛ نظامي
Promising market	سوق واعدة
Price list	قائمة الأسعار
Details	تفاصيل؛ تفصيلات
Compatible	تلاؤمي؛ متوائم؛ متوافق؛ متلائم؛ متساوق؛ تساوقي
Catalogue	بيان مصور؛ كتالوج؛ قائمة معروضات
To appreciate	يعترف بالجميل ؛ يقدر الشيء حق قدره

(A) Proper Use of the Language

(أ) الاستخدام الصحيح للغة

If a business letter cannot be understood, because it is poorly written, it may not achieve its purpose. The recipient of your letter may spend so much effort trying to sort out exactly what you mean by a particular sentence; he may forget the important point that you had just made, or may lose track of the overall argument. So it is in order to avoid confusion and misunderstanding, as well as to give a good impression of yourself and your business, that you should try to write correctly and clearly.

Language is a living **entity** and its usage changes over the years. Furthermore, **constructions** which may be acceptable in daily conversation may not be grammatically acceptable in writing. The **gap** between what is acceptable in speech and what is correct in writing presents **considerable** difficulty to many people. The rules of English grammar are **complicated**, but for the purposes of business letter writing, it is sufficient to be **familiar** with the basic **structure** of a correct sentence and the rules of proper **punctuation**. If you know those, and avoid trying to write long and complex sentences, you might be able to avoid many mistakes. Keep a **dictionary** beside you to check any spellings which you are not sure of, and be aware of the common **pitfalls**.

(B) The Sentence (ب) الجملة

A sentence is **defined** as a group of words which make complete sense. In order to do this, it must contain two parts: the subject, a word or words, about which the sentence will say something; and a **predicate**, a word or words about the subject. For example, in the sentence:

"The boy stole an apple ".

The first part, the boy, is the subject, and the second part, stole an apple, is the predicate.

* Note the following **guidelines** when writing a sentence:

1. Avoid splitting your subject and predicate.
   * Do not write:

   David, after fighting with John at the park, repented.

* Write:

  After fighting with John at the park, David repented.

2. Avoid splitting an infinitive (to run, to walk, to obey, etc). .

* Do not write:

  Peter wanted to carefully and meticulously stick the stamps in his album.

* Write:

  Peter wanted to stick the stamps in his album carefully and meticulously.

3. Keep the same subject.

* Do not write:

  We were cold at the seaside because one felt the wind.

* Write:

We were cold at the seaside because we felt the wind.

4. Keep the same tense. . .

* Do not write:

Jane answered the telephone but nobody speaks.

* Write:

Jane answered the telephone but nobody spoke.

(C) Layout of a Business Letter

(ج) نسق الرسالة التجارية

Here is a layout of a business letter. Each of the six parts discussed below is illustrated in the following model letter.

Study this model carefully and refer to it frequently as you read:

24 Hudson Road
Oyden, Utah 84401 —— **heading**
July 5,20—

Mrs. Elizabeth Bruce
Dunning and Watts, Inc. —— **Inside address**
210 Miller Building
Salt Lake City, Utah 84101

Dear Mrs. Bruce, —— **salutation**

Mr. Ralph Gray, who has applied for a position with your firm, has requested me to send you examples of the work he has performed under my direction at the High School of Printing Trades. I am enclosing four color reproductions prepared by Mr. Gray during the past semester. —— **body**

The quality of Mr. Gray's work will, I believe, speak for itself. Let me add that he has been an exceptionally cooperative and enthusiastic student in both his class work and extracurricular printing activates.

Truly yours, —— **closing**

Charles Haskell —— **Signature**
Charles Haskell
Instructor in Printing

CH: ge
Enclosures (4)

** Model Business Letter **

1. The Heading

Almost all business firms use stationery imprinted with a letterhead containing the firm name and address. On such stationary only the date need be added to complete the heading. The date may be centered or typed flush with the right-hand margin; it should always be at least four spaces below the bottom of the letterhead.

A business letter typed on plain paper begins with a full three-line heading arranged in block form, giving your street address on the first line; the city and state (with a comma between them) and the zip code number on the second line; and the date on the third line in one of the following formats:

American format → March 9, 2006 (with a comma between the day and year).
English format → 9 March 2006 (without any punctuation).

2. The Inside Address

The inside address, an essential part of a business letter, is typed in block form flush with the left-hand margin. It generally begins four spaces below the date. It consists of the addressee's name (this may be the name of a firm, an individual, or both) and full address. The style of abbreviation and punctuation should be identical with that of the heading.

3. The Salutation

Type the salutation flush with the left-hand margin, two spaces below the last line of the inside address.

4. The Body

Begin the body of a business letter two lines below the salutation. In the majority of letters, the body is typed single space, with a double space between paragraphs.

Business, as the word suggests, is conducted by busy people. Your business letters should be as short and clear as you can make them. Decide in advance just what you want to say;

prepare notes or a first draft if necessary. Decide upon the order of the points to be covered, and never try to develop two topics at once. Devote a single paragraph to each important point.

The brevity and clarity of a good business letter do not free the writer from the basic requirements of good manners, courtesy, tact, and friendliness. Writers of good business letters get their points across by simplicity and directness of language, not by curtness or rudeness of tone.

5. The Closing

Type the closing two spaces below the last line of the body of the letter, beginning at a point just to the right of the middle of the page or to the extreme left. Capitalize the first word only, and follow the entire closing with a comma.

The phrase "Yours truly" and its variations - "Very truly yours", "Yours very truly", "Truly yours" - are acceptable closings for any business letter. When the writer and receiver of a letter have a close personal or business relationship, a more informal closing, such as "Sincerely yours" or "Cordially yours", may be used.

6. The Signature

Your name should be typed at least four spaces below the closing; your written signature is placed in the space between the closing and the typed signature. The typed signature may be followed by an official title.

A married woman may give her full married name in the form she prefers. A married woman who wants to retain her unmarried name may use either Ms or Miss.

EXAMPLES:

Very truly yours,	**Yours truly,**
Donald Kennedy	**Judith Hyde**
Donald Kennedy	**(Miss) Judith Hyde**

Yours truly,	**Very truly yours,**
Ann Howland	**Joanne Spencer**
(Mrs.) Ann Howland	**Joanne Spencer**
or (Mrs. Robert M. Howland)	**Manager, Track Team**

(D) Punctuation د) الترقيم)

* The most commonly used punctuation marks in English are:

Full stop (= period) ______ .
Colon ______ :
Semi-colon ______ ;
Comma ______ ,
Parentheses (= round brackets) ______ ( )
Dash ______ -
Question mark (Quark) ______ ?
Exclamation mark ______ !
Quotation marks ______ ' ' or " "
Apostrophe ______ تكتب أعلى الحرف '

1. Full stop (or period)

Every **declarative** sentence must end with a full stop.

* I knocked at the door. *There was no reply.*

2. Colon

The colon **signals** that an explanation or more **information** follows.

(a) It is used to **introduce a series.**

The child wanted three things: a **mug,** some colored paper, and a small bicycle.

(b) It is used to introduce a **quotation.**

* My mother's **favorite** saying is from Mark Twain: *'Work consists of whatever a body is **obliged** to do. Play consists of whatever a body is not obliged to do.'*

(c) It is used to **separate** two **clauses** of equal **weight.**

* Paul said it was time for supper: I said we had just finished lunch.

3. Semi-colon

This functions mainly in a long sentence to separate clauses where a pause between a comma and a full stop is needed:

* *She wanted to be successful, whatever it might cost; to achieve her goal, whoever might suffer as a result.*

4. Comma

The comma is the most frequently used punctuation mark.

(a) It is used to separate items in a list of three or more words.

* If you keep calm, take your time, concentrate and think ahead, you'll pass your driving test.

(b) It is used to separate phrases which depend on the same word.

* I have traveled in Canada in a canoe, in Egypt on a camel, and in England by train.

5. Parentheses (sometimes known as round brackets)

These are used in pairs when the writer has an interruption not necessarily relevant to the main idea of the sentence.

* Mount Robson (12972 feet) is the highest mountain in the Canadian Rockies.

6. Dash

Used instead of a colon or semi-colon to mark off a summary or conclusion of what has gone before.

* You've admitted that you lied to me – how can I trust you again?

7. Question mark

This is used at the end of a sentence which is a direct question.

* Are there any books on the shelves?

8. Exclamation mark (or exclamation point)

This mark is used at the end of a sentence when a strong feeling is present. A single exclamation mark is enough.

* What a wonderful mountain!

9. Quotation marks (or inverted commas)

These are used in pairs to enclose direct quotations.

* He asked, 'Where is my umbrella?'

10. Apostrophe

The apostrophe is used as a mark of omission as in:

* Won't, can't or it's.

It is also used to show possession, either singular or plural.

* This is Mary's hat. (singular)
* Where are the boy's clothes? (singular)
* Where are the boys' clothes? (plural, more than one boy).

(E) Capital Letters (هـ) الحروف الكبيرة (أو الاستهلالية)

* Use an initial capital letter:

1. To begin a new sentence.
2. To mark a proper noun or adjective (Jordan; Jordanian).
3. To write the days of the week and the months.
4. To begin a full quotation.
5. To write the names of companies, books, films, newspapers.
6. To name specific courses, e.g. English Language "O" Level.

Do not use the capital letter for general classes or names.

* Every American wants to be president.

Do not use for the seasons of the year.

* spring, summer, autumn, winter.

(F) Some Rules of Good Writing

(و) بعض قواعد الكتابة الجيدة

*** We may summarize the rules of good business letter-writing as follows:**

1. Think first of the reader and address yourself to his interests. Tell him all he wants to know and don't leave him to guess between the lines.
2. Adopt a tone suited to the occasion and the purpose of the letter.
3. Write naturally, as you would talk, using plain and familiar words.
4. Write clearly and right to the point. The dominant need in all business writing is exactness expressed in language that is absolutely clear.
5. Write courteously and make your letter sound friendly and sincere.
6. Avoid wordiness, but at the same time remember that it is more important to be clear and courteous even if it means using more words.
7. Avoid commercial jargon with its roundabout and meaningless forms of expression.
8. Write effectively - by using simple language, by being consistent and precise.
9. Avoid monotony - introduce variety.
10. Write according to a plan if your letter is long or especially important.
11. Pay special attention to the opening and closing paragraphs - first and
    last impressions leave a special mark on the reader.
12. Check your letters.

Vocabulary	المصطلحات
Misunderstanding	سوء فهم
Impression	انطباع
Entity	كيان
Constructions	تركيبات
Gap	فجوة؛ ثغرة
Considerable	هام؛ جدير بالاعتبار
Complicated	معقد
Familiar	حميم؛ مألوف
Structure	بناء؛ تركيب؛ بنية
Punctuation	ترقيم؛ ترقين
Complex	معقد
Dictionary	قاموس؛ معجم
Pitfall	شرك؛ مأزق
Sentence	جملة
Defined	محدد؛ معرف
Subject	المبتدأ (في النحو)؛ المسند إليه؛ الفاعل؛ نائب الفاعل
Predicate	الخبر (في النحو)؛ المسند
Guidelines	إرشادات؛ توجيهات
To avoid	يتجنب؛ يتحاشى
Splitting	تقسيم؛ تجزئة
Infinitive	صيغة المصدر؛ اسم المصدر
Meticulously	موسوس؛ شديد التدقيق في التفاصيل
To stick	يلصق

Stamps	طوابع
Seaside	شاطئ البحر
Tense	زمان الفعل (في قواعد اللغة)
Layout	نسق (الرسالة)
Heading	عنوان؛ رأسية؛ ترويسة
Stationery	القرطاسية
Letterhead	رأسية الرسالة (رأسية مطبوعة في أعلى الورقة)
Flush	محاذ مباشرة لـ
Inside address	العنوان الداخلي
Essential	أساسي؛ رئيسي
Addressee	المعنون إليه؛ المرسل إليه
Identical	مماثل؛ مطابق؛ متطابق
Salutation	تحية؛ استهلال الرسالة الرسمية

****

Language practice تطبيقات لغوية

(A) Common Mistakes أ) أخطاء شائعة)

Don't say لا تقل	Say قل	Reason السبب
All his **money are** kept in the bank.	All his **money** is kept in the bank	**"Money"** is a singular noun and always takes a singular verb and pronoun.
They are now using new **machineries.**	They are now using new **machinery**.	"**Machinery**" is a singular noun and always takes a singular verb and pronoun. But we can say "a piece of machinery" or "pieces of machinery".
Furnitures are often made of wood.	**Furniture** is often made of wood.	"**Furniture**" is a singular noun and takes a singular verb and pronoun. "A piece of furniture" means one thing only.

(B) Synonym and Antonyms

ب) الكلمات المترادفة والمتضادة)

		SYNONYM	ANTONYM
Bankrupt (adj.)	مفلس	**insolvent**	**solvent**
Basic (adj.)	أساسي	**fundamental**	**unessential**
Bias (n.)	محاباة	**prejudice**	**fairness**
Bogus (adj.)	زائف؛ مزيف	**fraudulent**	**genuine**
Bona fide (L.)	حقيقي؛ يحسن نية	**genuine**	**counterfeit**
Boss (n.)	رئيس؛ مدير	**employer**	**employee**
Bulky (adj.)	ضخم	**large**	**small**
Beneficial (adj.)	مفيد؛ نافع	**advantageous**	**disadvantageous**
Burden (n.)	عبء؛ حمل	**load**	**ease**
Brief (adj.)	وجيز؛ قصير	**short**	**long**

(C) Letter Writing   ج) كتابة الرسائل)

*** USEFUL PHRASES AND SENTENCES ON:**

**** Quotations and offers**

1. Thank you for your inquiry about your interest in ....
2. We are pleased to submit our price list for the goods you inquired about.
3. We can make you a firm offer for ....
4. This offer is subject to acceptance by ....
5. Kindly remember: this offer expires on September 30th.
6. We can offer you instead ....
7. Prices are subject to change without notice.
8. The goods you inquired about are sold out, but we can offer you a substitute.
9. Please let us have your order as soon as possible, since supplies are limited.
10. We cannot quite match the finish of your sample, but are sending you our ....

**** Discounts**

11. For a quantity of 600 or more, we can allow you a special discount of 20% on the prices quoted.
12. The quantity discounts vary according to the size of the order.
13. Your initial order is subject to a special discount of ....
14. We have quoted special prices, and therefore the offer is not subject to our usual discounts.

**** Terms of payment**

15. Cash in advance (c.i.a.)
16. Cash with order (c.w.o.)
17. Cash on delivery (c.o.d.)
18. Payment quarterly/monthly/ at sight.
19. We can allow you three months credit for future orders.
20. As our prices are so favorable, our terms of payment are 30 days net.

Vocabulary	المصطلحات
Quotations	تسعير؛ عروض أسعار
Offers	عروض
Inquiry (= enquiry)	استفسار؛ استعلام
Price list	قائمة الأسعار
acceptance	قبول
to expire	ينتهي مفعوله
notice	إشعار؛ إخطار
substitute	بديل
special discount	خصم خاص
size	حجم
cash in advance	دفع مقدم
cash with order	الدفع عن تقديم الطلب (أو الطلبية)
cash on delivery	الدفع عند التسليم
quarterly	ربع سنوي؛ فصلي (كل ثلاثة اشهر)
credit	ائتمان
favorable	محبذ؛ مُرض

****

EMPLOYMENT APPLICATIONS طلبات التوظيف

(A) Important Note (أ) ملاحظة هامة

Applications for **jobs** must be written very **carefully**. They must **provide** the **fullest** information on the **qualifications, character, conduct** and **experience** of the **candidate** and must be **to the point** without **resorting** to the need for **flattery** or **exaggeration** in any case. A letter of application should be written with the **utmost care** and **precision**. The writer should **subject** every **portion** of his letter to the utmost **scrutiny** before allowing it to pass out of his hands, bearing in mind that the **experienced** eye of the businessman will **detect** the slightest **error**, and will quickly form an estimate of its author.

(B) Advertisements For Employment

(ب) إعلانات التوظيف

Advertisements (or ads) for employment appear in all the media including radio and television. However, newspapers and magazines are usually the main source for vacancies. Most "ads" use **abbreviated forms** to announce conditions of employment, especially in the "small ad" section for appointments, e.g. Wntd sec. full-time fr smll mnfg co. Gd slry. 5-day week,hrs 9-5 usl bnfts.

(W = Wanted, secretary for full-time employment for small manufacturing company. Good salary, five days a week, hours of work 09.00 to 17.00, and the usual benefits in terms of conditions and holidays.)

(C) Applying for a Position (ج) طلب توظيف

Generally, the terms vacancy, post, position, or opening are used instead of the word job in applications.

* **Opening**

@ If replying to an advertisement, as with most correspondence, it is better to simply state what you are doing, and remember to give a date or reference.

* *I would like to apply for the position of **Programmer** advertised in this month's edition of Computer Technics.*

* *I am answering your advertisement for the post of Bank Trainee which appeared in yesterday's Times.*

* *I am replying to the advertisement of 18 June for a Sales Manager which you placed in The Export Journal.*

@ If applying for a position which has not been advertised, you can open like this:

* *I am writing to ask if you might have a vacancy in your sales department for an accounts clerk.*

@ If someone associated with the company suggested you write to them, you can open thus:

* *I was recommended by who is currently working in your firm.*

* **Application form requests**

If your enquiry is only for an application form, you can give some brief **details** about yourself, then ask for the form. It is worth remembering, at this point, that your letters, in these cases, are not for the positions themselves, but are for interviews.

The following examples can also be used for unsolicited applications i.e. when applying for a post that has not been advertised.

* *I am 23 years old, was educated at (secondary school) which I left in (date) having taken (leaving certificate). I graduated from (college/university) in (date) with a (diploma/degree) in*

(subject and class, mentioning any special topics that would be relevant to the position).

* *At present I am employed by (name of firm) where I am employed as (title)/and I have been there for (number of years), since (date).*

@ There is no need to give any more information at this stage, so the letter can be closed:

* *Please can you send me an application form and any other relevant details?*
* *Would it be possible for you to send me an application form and further details?*
* *I would be grateful if you could send me an application form, and if in the meantime you need any further details about me, I would be happy to supply you with.*

(D) Curriculum Vitae (د) بيان السيرة الذاتية

Some companies do not provide you with application forms but prefer applicants to supply a curriculum vitae (CV) which is your personal and working history.

There should be a **covering letter** with the application forms and (CV's), either explaining points that might not be clear, or giving further information to **emphasize** your **suitability** for the post.

Remember to quote any reference numbers or job titles that have to be mentioned, and if an application form has been sent, thank the company.

* Opening

Your (CV) should be mentioned in the letter answering an advertisement.

* *Thank you for your letter of (date) and the application form for the post of (title). I have now completed the details and am enclosing the form.*

* *I am enclosing my curriculum vitae for the position of...*

* *The enclosed (CV) is for the above post.*

*** Summary of details**

You will see that I graduated from (college) in (date) where I got (degree,' diploma: certificate). I then began work with (name of firm) as (job title), where I was trained as (title), and was involved with (brief description of duties).

If you have had more than one job, you could explain why you left each position. This is often left for an interview. But you should never use explanations such as leaving for more money, better **fringe benefits**, advantages besides salary, e.g. better pension, health scheme, social facilities, car etc... Whether it is justified or not, employers do not like to feel staff leaves companies for these reasons.

You should also not state you were **bored with** the work you were doing, after all, you accepted the job; and never **criticize** the firm you worked for, the products or services they offered, or staff you worked with.

Explanations for leaving a company could include the following:

* *I left (name of firm) in (date) as (new employer) offered me a chance to use my (skills or specialized knowledge, e.g. languages, knowledge of computers, etc...)*
* *In 20--/ was offered a chance to join (name of company) where there was an opportunity for me to gain more experience in...*
* *I joined (name of company) in (date) as they offered an opportunity for advancement, being a much larger concern.*

Explanation of previous experience

Most application forms give limited **space** to expand on previous duties in a company; what you did, how many people were involved, what your detailed responsibilities were. Without **elaborating** too much or **boasting**, you should stress your

responsibilities and authority in the company(ies), projects you undertook, changes you affected, or schemes you introduced.

* *While I was at (name of company) I took responsibility for (title) and this meant I (description); within (period of time) the firm/department was able to (description of improvements) ...*
* *During my time at (name of firm) I worked on several (description) schemes which were very successful of they meant (description)...*
* *At (name of company) my duties included (description). This gave me more experience in (description) which was very valuable when I moved to (name of next company).*
* *(Name of company) encouraged day release at (name of college/institute) where I studied (subject) and took a (degree/diploma/certificate) in (date). After two more years of management experience I joined (name of company).*

Reasons you are applying

All companies will want to know why you are applying for a particular position. This not only means explaining why you want the job but why you think your particular skills and experience would be valuable to the firm.

* *I am particularly interested in the position you offer as I know my previous experience and **academic background** would be valuable in this area of (engineering; teaching; accountancy, etc.).*
* *I would be successful in this post as I have now gained the experience and skills that are required.*
* *This position would require someone who has had extensive experience of (area of work) which I gained both academically and commercially at (college and companies).*

*** Close**

At the end of the letter, look forward to the interview and offer to supply more information if necessary .

* *I look forward to hearing from you. However, if there is any further information you require in the meantime, please contact me.*
* *Please let me know if there are any other details you need. Meanwhile, I look forward to hearing from you.*
* *I hope to hear from you in due course. Please let me know if you would like further information about me.*
* *I will be able to give you more detailed information at an interview, and I look forward to seeing you.*

Vocabulary	المصطلحات
Jobs	وظائف
Carefully	باعتناء؛ باحتراس
To provide	يزود؛ يجهز ب
Fullest	بكثرة
Qualifications	كفاءة؛ مؤهلات
Character	صفات؛ خلق
Conduct	سلوك
Experience	خبرة
Candidate	مُرشح (لوظيفة)
to the point	في صميم الموضوع
Resorting	لجوء؛ تذرع
Flattery	مديح؛ إطراء
Exaggeration	مبالغة
Utmost care	العناية القصوى
Precision	دقة؛ إحكام
to subject	يخضع

Portion	قسم
Scrutiny	فحص دقيق
Experienced	خبير متمرس
to detect	يستكشف
Error	خطأ ؛ غلط
Estimate	تقدير
Author	كاتب
Media	وسائل الاتصال
Source	مصدر
Abbreviated forms	أشكال مختصرة
Programmer	مبرمج؛ أخصائي في البرمجة؛ معد برامج الكمبيوتر
Associated with	مزامل؛ منظم
Application form	استمارة طلب؛ نموذج طلب؛ طلب استخدام
Brief details	تفاصيل (أو تفصيلات) مقتضبة
Unsolicited	غير مستدعي؛ غير مطلوب؛ غير معلن عنه
Covering letter	رسالة شارحة؛ رسالة غطائية
to emphasize	يؤكد
Suitability	تلاؤمية؛ صلاح؛ لياقة؛ ملاءمة
Fringe benefits	مزايا (أو فوائد) إضافية؛ مكتسبات برانية
Bored with	يضجر؛ يتبرم
to criticize	ينتقد؛ ينقد؛ يعيب
Staff	هيئة (أو جماعة) الموظفين؛ الموظفون
Space	متسع؛ حيز؛ مساحة
to elaborate	يفصل؛ يسهب؛ يتوسع في
to boast	يتباهى؛ يتفاخر؛ يتبجح
Scheme	منهج؛ مخطط؛ برنامج؛ خطة
Academic	علمي؛ نظري؛ أكاديمي
Background	خلفية؛ بعد

(E) Curriculum Vitae (CV) Preparation

هـ) تجهيز بيان السيرة الذاتية

Your (CV) introduces you. It provides important data about you before an interview.

A. Characteristics of a (CV)

A (CV) should be concise and neatly typed. It should be accurate and honest and always up-to-date.

B. Parts of a (CV)

Your (CV) should stress how your qualities and skills match the requirements of the position for which you are applying. Therefore, the areas of education and experience should be the most developed. In most cases, the (CV) consists of:

(1) Name, address(es), telephone number(s).

(2) Career objective: List your short-term and long-term job objectives.

(3) Major qualifications: **Highlight** the strengths that match the job requirements.

(4) Experience.

(5) Education: Of these two - Education and Experience- list first the one you feel is most **impressive** about you. For some individuals it is education; for others it is experience. In each area, list the most recent first, then proceed **backward**. **Elaborate** on those points among your **attributes** that match the qualifications of the position for which you are applying.

(6) Professional honors, **awards**, affiliations.

(7) Personal data: (**optional**)

(8) References: List the names and addresses of three or four individuals, such as former employers or teachers, who can **attest** to your **capabilities**. A personal reference may be listed.

N.B: Curriculum vitae	= Data Sheet	صحيفة السيرة الذاتية
	= Biodata	السيرة الذاتية (= بيان السيرة الذاتية)
	= Resume	خلاصة (أو مجمل) السيرة

Example 1 . (CV) of a recent college graduate

Curriculum Vitae

Calvin Curtis
1555 West Stanley Avenue
Phoenix, Arizona 80551
Phone: (602) 755-7550

Career Objective	To become associated with a firm in which I may work to my highest potential and secure a management position.
Major Qualifications	A degree in electrical engineering, valuable work experience, and a strong desire to work hard as a team member.
Education	Bachelor of Science Degree University of Arizona, 19-- Major Field: Electrical Engineering. Minor Field: Management Information Systems. Full scholarship for four years based on academic achievement.
Experience	Research Assistant University of Arizona Dates: June 19-- to December 19- Duties: Assisted three professors in circuit board research, design, and writing of findings for National Science Foundation Grant AB-41683. Kelly Electronics Miami, Honda 33541 Dates: June 19-- to September 19- Duties: Foreman for a li.ne involved with the production of circuit boards. Learning Coach University of Arizona Dates: October 19- to January 19--

	Duties: Served as tutor for freshmen who required assistance for basic math courses.
A wards and Honors	Four year scholarship from the General Electric Foundation. Student of the Year, 19--, University of Arizona Rotary Award for "Significant Academic Service" to fellow students. Outstanding Employee, Kelly Electronics, May 19--.
References	Furnished on request.

Example 2 - (CV) stressing job experience

Curriculum Vitae

Olga Miranda
1521 West Jackson Avenue
Miami. Florida 33541
Phone: (305) 654-2918
Age: 23 Health: excellent

Career Objective	To become associated with a firm in which I may make in a significant contribution and secure a management position.
Major Qualifications	College training in accounting, work experience, ability to get along well with others, and thorough ability to speak Spanish as well as English.
Experience	ACME Motors Miami, Florida Dates: Jan. 19-- to present Duties: Presently responsible for all payroll accounting for sales and service personnel. Previously assistant to accounts receivable manager. Miami Community College Miami, Florida Dates: June 19- to Dec. 19- Duties: Student assistant in Computer Center. Responsible for helping students and faculty with assignments, projects, and other miscellaneous work.

Education	Associate in Arts Certificate (with honors) Miami Community College, May 19— Major: Accounting.
A wards	Accounting Student of the Year Miami Community College, 19-- Rotary Award for high school academic achievement, 19- Valedictorian, Miami County High School graduating class, 19--.
References	Mr. Inge Peterson, Owner ACME Motors 1500 W. Main Street Miami, Florida 33541 Dr. Sarah Rattner Associate Professor Accounting Department Miami Community College Miami, Florida 33541

Vocabulary	المصطلحات
Data	بيانات؛ معطيات
Interview	مقابلة
Characteristics	خصائص؛ مميزات؛ صفات مميزة
Neat	أنيق؛ مرتب
Concise	موجز؛ مختصر
Accurate	صحيح؛ مضبوط؛ دقيق
Honest	صادق؛ أمين؛ مستقيم
Up-to-date	حديث؛ جديد
To match	يتلاءم مع؛ يتماشى مع
Requirements	متطلبات؛ شروط أساسية
Education	التعليم
Experience	الخبرة
To highlight	يبرز (بصورة خاصة)؛ يخص بالذكر

Impressive	مؤثر؛ مثير للإعجاب
Backward	ارتجاعي؛ عكسي الاتجاه
To elaborate	يوسع؛ يتوسع في؛ يسهب؛ يطيل
Attributes	صفات؛ صفات خاصة
Awards	جوائز
Affiliations	عضويات؛ انتسابات
Optional	اختياري
To attest	يصدق (أو يصادق) على
Capabilities	قدرات؛ مقدرات؛ كفاءات

SAMPLE LETTER 1

Application for the post of a personal assistant to the sales director.

Dear Mrs. Hastings,

I would like to apply for the position advertised in The Guardian on 16 June for a Personal Assistant to the Sales Director.

As you will see from my (CV) much of the work I do in my present position is that of a Personal Assistant. I deal not only with the routine work of a secretary, but also represent the Assistant Director at small meetings and functions, and am delegated to take a number of policy decisions in his absence.

Your advertisement asked for a knowledge of languages. I have kept up my French, and learned Italian for the past two years at evening classes, and have regularly visited Belgium and Italy with the Assistant Director, acting as an interpreter and translator for him.

I am also familiar with the latest developments in Information Technology, having just completed a one-month course at The City College, in addition to previous day release courses I attended when I was with Johnson Bros.

I am particularly interested in the situation you are offering, as I would like to become more involved with an IT organization. I am quite familiar

with many of the software products that ICS manufacture for office technology.

I am able to run a busy office, and I am used to work with technicians and other specialized personnel in the field of computers. I have a genuine interest in computer development and the people involved in the profession.

Please let me know if there is any further information you require. I look forward to hearing from you.

Yours sincerely,

Carol Brice(Ms)

Encl. CV

SAMPLE LETTER 2

Application for the post of a salesman with (CV) attached.

Dear Sirs,

In reply to your advertisement in today's "Daily Telegraph", I am interested in becoming a salesman for your company.

As you can see from the enclosed curriculum vitae, I have selling experience in pharmaceuticals and cosmetics - a very competitive field.

However, I would like to change to industrial products since I believe they offer a greater potential. Your six months' training scheme should certainly help me to devote the best of my ability to your company, particularly since my educational qualifications are higher than those you require.

My present position is subject to one month's notice, after which I would be able to train in London and, if necessary, relocate to any part of the country.

As you request in your advertisement, I shall telephone you shortly to make an appointment for a personal meeting. Meanwhile I thank you for considering my application.

Yours faithfully,

Enc. Curriculum Vitae

SAMPLE LETTER 3

Application for the post of a sales representative.

Dear Sirs,

I am writing in answer to YOUl advertisement in today's Daily Mercury for a Sales Representative.

I have had seven years experience starting as a trainee with- ILC Ltd, and progressing to my present position of Area Sales Representative with Jones Brothers. I am now keen to advance my career in a larger organization with opportunities to engage in overseas selling techniques.

I enclose my curriculum vitae, including the names of two referees. If you think I may be suitable for this position, I should be happy to come for an interview at any time convenient to you.

Yours faithfully,

SAMPLE LETTER 4

Application for the post of a skilled motor mechanic.

Dear Sir,

I wish to apply for the position of skilled motor mechanic advertised in today's "ABC" Gazette.

Having completed a full apprenticeship, I have been employed by Jones Motors for the past two years. I am now anxious to move to a firm where there are greater prospects for promotion and more interesting work.

My present manager, Mr. Brian, has agreed to give me a reference, and I would be free to come for an interview any evening after 4.30 p.m.*.

Yours sincerely,

* p.m. (or) PM = post meridiem بعد الظهر

SAMPLE LETTER 5

Application for the post of an electrical engineer.

Dear Sir,

I have a college degree in electrical engineering, and I have had some part-time work experience. I would like to be considered for a job with your prestigious firm.

For three years, I have worked closely with three University of Arizona professors who have specialized in circuit board designs of all types. In addition, I worked one full summer for Kelly Electronics in the manufacturing division, which produced circuit boards for a variety of electronic products.

My work at the University of Arizona emphasized electrical engineering. However, I also became very interested in computers and management information systems. My four years in college were supported by scholarships based on grades and related student performance.

I have always been extremely interested in engineering, especially the sophisticated area of circuitry. Because I am aware that your company is a leading defense manufacturer, with heavy involvement in circuit board design and production, I am most eager to make a contribution to such an organization.

I would be delighted to meet with you any time to discuss my educational qualifications and work experience. I am sure I would work very well in your company's environment and would help further the company's continued progress. Please call or write so that an interview may be arranged to suit your schedule.

Sincerely yours,

****

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	Say قل	Reason السبب
They still can't find **an answer for** this problem.	They still can't find an **answer to this** problem.	We say: **an answer to** a problem or question, NOT for.
He **approached to** my table and took a seat opposite me.	He **approached** my table and took a seat opposite me.	We say: **approach** someone or something WITHOUT to.
I'll pay you **as soon as I will** receive the parcel.	I'll pay you **as soon as I receive** the parcel.	After **as soon as**, use the present simple tense for future reference, NOT shall / will + verb.

(B) Synonyms and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
Genuine (adj.)	حقيقي؛ أصلي	**Authentic**	**False**
Gifted (adj.)	موهوب	**Talented**	**Talentless**
Global (adj.)	عالمي؛ شامل	**Worldwide**	**Local**
gradual (adj.)	تدريجي	**progressive**	**sudden**
grand (adj.)	عظيم؛ فخم	**Magnificent**	**petty**
grateful (adj.)	شاكر؛ معترف بالجميل	**thankful**	**ungrateful**
gay (adj.)	مرح؛ مبتهج	**joyful**	**sad**
huge (adj.)	ضخم؛ هائل	**enormous**	**tiny**
guide (v.)	يرشد؛ يوجه	**lead**	**mislead**
guilty (adj.)	مذنب	**blameworthy**	**innocent**

* USEFUL PHRASES AND SENTENCES ON:

** Sales letters

1. You will be interested to know that we have just introduced our new ....
2. May we draw your attention to .....
3. We can offer you a special discount if you place your order before ....
4. Please let us know if you would like to have samples or a demonstration.
5. The reputation of our products has been spread by all who know them.
6. We are sending you our samples under separate cover.

** Changes in business

7. We have pleasure in notifying you that our business has been amalgamated with ....
8. Last week we opened our new branch at ....
9. To mark the occasion we are making a special offer of ....
10. We are writing to inform you that Mr. F.J. Welsh and Mr. C. Hanson have been appointed as Directors in succession to Sir Eric Seymour and Mr. J. T. Lampton.

** Customer's instructions to a supplier

11. We do not object to packing in cartons provided the flaps are glued down and the cartons secured by metal bands.
12. If cartons are used, please supply each, chemical in strong polythene bags to ensure protection from damp.
13. Please sort the smaller metal parts in canvas bags before packing in the crate.
14. Please wrap each item separately in grease-paper.
15. The packet must be made up in piles of suitable size before being given their air-tight tinfoil cover, and then packed in

cases. The cases must be cleated and battened so as to eliminate the risk of damage by pressure.

** Replies to different requests

16. We wish to inform you that all our computers are IBM compatible.
17. The addresses of local stockists are given on the accompanying sheet.
18. We are happy to enclose a copy of our latest price list.
19. Please find enclosed a leaflet giving the details you requested.
20. We regret to inform you that our catalogue is being reprinted at present, but ....

Vocabulary	المصطلحات
sales letters	رسائل متعلقة بالبيع
interested	معني بالأمر؛ مهتم؛ راغب
to introduce	يقدم؛ يعرض
discount	خصم؛ حسم
samples	عينات؛ نمونات؛ مساطر
demonstration	عرض
reputation	سمعة
spread	منتشر؛ موزع
to amalgamate	يتحد؛ يدمج؛ يندمج مع
in succession to	خلفاً لـ
to object	يعترض
flap	حاشية قابلة للطيّ (طرف)
metal band	رباط معدني
damp	رطوبة
canvas bags	أكياس مصنوعة من قماش القنب

crate	صندوق تعبئة
to wrap	يغلف؛ يرزم
grease-paper	ورق مشحم
piles	ركائز (من معدن أو غيره)
tinfoil	ورق قصدير
cleated	مثبت
battened	مثبت بعوارض خشبية
to eliminate	يزيل؛ يقصي
Risk	خطر؛ مخاطرة
compatible	مؤتلف؛ متوائم؛ متوافق؛ متساوق؛ تساوقي
stockist	مخزن بضائع للبيع؛ بائع جملة
Leaflet	كراسة
To reprint	يعيد الطبع

****

Language Practice تطبيقات لغوية

(A) Common Mistakes (أ) أخطاء شائعة

Don't لا تقل	Say قل	Reason السبب
The cashier was **absorbed** at his work.	The cashier was **absorbed** in his work.	We say: absorbed **in**, NOT **at**.
I would be grateful if you would send it to the address **above-mentioned.**	I would be grateful if you would send it to the **above-mentioned** address.	**Above-mentioned** always comes before the noun it modifies.
In the left-hand pocket you will find a little red **agenda** that I need urgently.	In the left-hand pocket you will find a little red **diary** that I need urgently.	**Agenda** = a list of topics for discussion at a meeting. **Diary** = a book in which a person writes appointments or things to be remembered.

(B) Synonym and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
eager (adj.)	متحمس	**Excited**	**indifferent**
earnings (n.)	المال المكسوب	**Income**	**expenditure**
economical (adj.)	اقتصادي	**Thrifty**	**extravagant**
efficient (adj.)	فعال؛ مقتدر	**Competent**	**inefficient**
elastic (adj.)	مرن؛ قابل للتمدد	**Stretchable**	**inflexible**
eligible (adj.)	مؤهل لـ؛ جدير بـ	**Acceptable**	**unacceptable**
employee (n.)	موظف	**Worker**	**employer**
encourage (v.)	يشجع	**Inspire**	**discourage**

entirely (adv.)	بكامله ؛ بأسره	Completely	partially
equal (adj.)	مساو ؛ معادل	equivalent	unequal

(C) Letter Writing (ج) كتابة الرسائل

USEFUL PHRASES AND SENTENCES ON:

*** Placing of orders**

1. Please supply us with the undermentioned goods
2. With reference to your quotation, we enclose our order for immediate delivery.
3. We can accept your offer on these terms, and are pleased to place an order for
4. As the goods are urgently requested, we should be grateful for delivery by........
5. Please confirm that you can supply this quantity by the required date.
6. If any items are out of stock, please submit a quotation for a substitute.

***Acknowledgement of orders**

7. We are pleased to acknowledge your order for...........
8. Your order is already being carried out and delivery will be made in accordance with your instructions.
9. We confirm that delivery will be made by March 15th as requested.
10. Delivery will be made immediately on receipt of your cheque / remittance.

*** Refusal of orders**

11. We regret to inform you that the goods ordered are no longer available.
12. We can offer you a substitute at same price and of similar quality to the goods ordered.

*** Dispatch**

13. We are pleased to inform you that the consignment was collected this morning for road transport to............

14. We have today dispatched 3 containers of office furniture from our San Francisco warehouse against your order no.............
15. The following goods were consigned to your address for arrival on 3rd January next.

*** Correction or improvement**

16. We have controlled our stock and have found ....
17. We apologize for this mistake.
18. We are dissatisfied with the goods sent to us.
19. We suppose you will solve the problem satisfactorily.
20. Please let us know if you can deliver the goods before ....

Vocabulary	المصطلحات
placing of orders	تقديم طلبات الشراء
undermentioned	المذكور أدناه
quotation	تسعيرة
delivery	تسليم؛ تسلم
accept	يوافق علي؛ يقبل
offer	عرض
urgently	بسرعة
to supply	يزود؛ يورد
items	بنود؛ مفردات
out of stock	بضاعة نفدت
acknowledgement	إشعار بالإستلام أو التسليم
carried out	منفذ؛ منجز
instructions	تعليمات
remittance	حوالة؛ تحويل مالي
refusal	رفض
available	متاح؛ متيسر

consignment	إرسالية؛ بضاعة أمانة
container	حاوية؛ وعاء
consigned to	مرسل إلى
to control	يضبط؛ يراقب
to apologize	يعتذر
dissatisfied	مستاء؛ غير راضٍ
satisfactorily	على نحو مُرضٍ

****

Language Practice تطبيقات لغوية

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	**Say** قل	**Reason** السبب
According to me, we should spend more money on training.	**In my opinion,** we should spend more money on training.	"**According to**" cannot be followed by me OR us.
Some unemployed men **accuse** women **for** taking their jobs.	Some unemployed men **accuse** women **of** taking their jobs.	We say: **accuse** someone **of** something, NOT **for**.
People think he resigned **on his own** accord.	People think he registered **of his own accord.**	We say: **of his own accord,** NOT **on.**

(B) Synonym and Antonyms
(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
central (adj.)	رئيسي؛ أساسي	**principal**	**secondary**
capability (n.)	قدرة؛ مقدرة	**ability**	**incompetence**
casual (adj.)	عرضي	**accidental**	**planned**
careful (adj.)	حذر؛ محترس	**watchful**	**careless**
cheerful (adj.)	مرح؛ مبتهج	**joyful**	**gloomy**
chief (n.)	رئيس؛ زعيم	**leader**	**subordinate**
clarity (n.)	وضوح	**clearness**	**obscurity**
clever (adj.)	حاذق؛ ماهر	**smart**	**dull**
collective (adj.)	متجمع؛ متراكم	**unified**	**divided**
cheap (adj.)	رخيص	**inexpensive**	**expensive**

USEFUL PHRASES AND SENTENCES ON:

* Complaints

1. We are disappointed to find that the quality of the goods you supplied does not correspond with that of them samples submitted.
2. To prove our statement we are enclosing one of these samples and a cutting of the material received yesterday.
3. We are prepared to retain these unsuitable goods, but only at a substantially reduced price.
4. This delay is causing us great inconvenience, as we have promised our customers early delivery.
5. Please look into the non-delivery of 20 telex machines which we ordered on April 1st.
6. This order was placed on condition that we receive the machines by May 1st.
7. We shall be compelled to cancel our order if the goods are not received by the end of next week.

* Handling complaints

8. After investigating your complaint, we have ascertained that an error was made in our dispatch department.
9. We very much regret having given you causes for complaint.
10. Steps are being taken immediately to ensure that such mistakes will not occur in future.
11. Please accept our sincere apologies for this delay and the trouble it has caused you.
12. Since this delay is beyond our control, we cannot assume any liability.
13. Your claim has been passed on to our insurance company, who will get in touch with you soon.
14. We apologize for the delay and enclose our credit note/rectified invoice.
15. A replacement for the faulty equipment was dispatched today.

*** Adjustments**

16. We are sorry to hear that two filing cabinets of the wrong type were sent.
17. We regret that you did not receive the full consignment of forks.
18. We apologize for the inconvenience caused by this short-shipment.

Vocabulary	المصطلحات
Complaints	شكاوي
disappointed	مخيب الرجاء؛ مصاب بخيبة أمل
to correspond	يتوافق؛ يتطابق
to submit	يسلم (شيئاً)
statement	إفادة؛ بيان
samples	عينات؛ نمونات؛ مساطر
cutting	تقصيصة قماش
to retain	يحتفظ؛ يستبقي
unsuitable	غير ملائم؛ غير لائق
reduced price	سعر مخفض
inconvenience	إزعاج
to promise	يعد
non-delivery	عدم التسليم
on condition that	شرط أن؛ شريطة أن
compelled	ملزم؛ مجبر
to cancel	يلغي
investigating	بحث؛ تقصي
to ascertain	يتحقق من

error	خطأ؛ غلط
Dispatch department	دائرة (أو قسم) الشحن
cause	سبب
to occur	يحدث
trouble	عناء؛ حرج
beyond our control	خارج عن إرادتنا
to assume	يأخذ على عاتقه
liability	التزام؛ مسؤولية
claim	مطالبة
Insurance company	شركة تأمين
to get in touch	يتصل
credit note	إشعار قيد للحساب
rectified invoice	فاتورة معدلة
replacement	عوض؛ خلف؛ قطعة بديلة
faulty	ذو عيوب؛ معيب
dispatched	مرسل
cabinet	خزانة
consignment	إرسالية بضاعة؛ بضاعة أمانة
forks	شوك طعام
short-shipment	نقص عند الشحن
damage	ضرر؛ أذى
crates	صناديق تعبئة
dissatisfied	مستاء؛ غير راض

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Language Practice تطبيقات لغوية

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	Say قل	Reason السبب
From now and on he will work hard.	**From now on** he will work hard.	The phrase "**from now and on**" is incorrect. Say, "**from now on**".
It is a month **ago since** I left England.	It is a month **since** I left England.	Do not use "**ago**" before "**since**".
There will be an increase in foreign **aids**.	There will be an increase in foreign **aid**.	**Aid** (= support or help) is an uncountable noun.

(B) Synonym and Antonyms
(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
demolition (n)	تدمير	**Destruction**	**construction**
dangerous (adj.)	خطر	**Risky**	**safe**
deceit (n.)	خداع؛ غش	**Dishonesty**	**honesty**
decrease (v.)	ينقص	**Diminish**	**increase**
deduct (n.)	يقتطع؛ يطرح	**Subtract**	**add**
defect (n.)	خلل؛ شائبة	**Fault**	**perfection**
degrade (v.)	يحط من قدر	**Demote**	**promote**
decline (v.)	يرفض	**Reject**	**accept**
deposit (v.)	يودع	**Place, lodge**	**withdraw**
disguise (v.)	يخفي	**hide**	**reveal**

(C) Letter Writing (ج) كتابة الرسائل

USEFUL PHRASES AND SENTENCES ON:

* **Appointments**

1. You asked us to let you know when it could be convenient to us to have your representative call.
2. We suggest 28 th September as a date for your representative's visit, but not before 3 p.m.
3. Please inform us of the time of his visit.
4. You suggested coming to our offices at 14.30 on Tuesday, 8th May.
5. We feel that 11.00 a.m. would be more convenient, since our Mr. Freeman will be available then.
6. Since your marketing manager is engaged at that time, we suggest a meeting at 10 a.m. on March 17th.
7. Would you please arrange for our Mr. Carstairs to be met at Istanbul Airport. He arrives at 17.10 hours on flight BE 421 from London.

* Travel arrangements

8. Is there a flight from Tokyo to New Delhi via Bangkok on 1st April in the late afternoon? I have an open ticket for this route.
9. If not, please notify me of the next possible direct flight.
10. It was only possible to make a reservation from Tokyo to Bangkok. Your name has been placed on the waiting list for the flight from Bangkok to Delhi. The airlines, flight numbers and checking-in times are as follows: ....
11. The enclosed brochures may help you to choose an attractive tour and hotel accommodation.
12. It would help us considerably if you would book the following hotel accommodation at a convenient location for the period of our conference.
13. In reply to your letter of ...., we confirm that we have made the reservations requested at the Central Hotel
14. Terms are............. for a single room with shower, and for a double room with bath, inclusive of breakfast, service charges and VAT .

15. Please advise immediately if you wish us to serve alternative accommodation.

* Invoices

16. We enclose a proforma invoice as requested. This covers the cost of 1500 cassette tapes.
17. Thank you for your letter of the 8th November, in which you enclosed a proforma invoice (No. 053121).
18. We enclose a statement for the quarterly invoices up to the end of March 20--. Any payment sent by you which has not reached us will form a credit entry for the next quarter. The balance is JD 514.
19. There appears to be a mistake in your invoice (No. 121311) sent to us on the 15th August.
20. Thank you very much for your letter of the 15th February, in which you queried the price we stated on the invoice.

Vocabulary	المصطلحات
appointments	مواعيد محددة؛ مواعيد
convenient	ملائم؛ مناسب
representative	مندوب؛ ممثل
call	زيارة
to suggest	يقترح
marketing manager	مدير التسويق
engaged	مشغول
meeting	اجتماع
travel	سفر
arrangements	ترتيبات
route	طريق
direct flight	طيران مباشر
reservation	حجز
waiting list	قائمة الانتظار
checking-in	تسجيل الاسم في سجل الحاضرين

brochure	كراسة
tour	رحلة
accommodation	المبيت والطعام
location	موقع
conference	مؤتمر؛ ندوة
inclusive of	شامل؛ متضمن
VAT (value added tax)	ضريبة القيمة الإضافية
alternative	بديل
proforma invoice	فاتورة صورية أو مبدئية
quarterly	ربع سنوي؛ فصلي؛ كل ثلاثة أشهر
to query	يسأل؛ يستفسر

****

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	Say قل	Reason السبب
We must **confirm with** the rules.	We must **confirm to** the rules.	We say: **confirm to,** NOT **with.**
This is an **exception of** the rule.	This is an **exception to** the rule.	We say: and **exception to,** NOT **of.**
Riad is very **proud for** his promotion.	Riad is very **proud of** his promotion.	We say: **proud of,** NOT **for.**

(B) Synonym and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
Fruitful(adj.)	مثمر	**Productive**	**Fruitless**
Identical (adj.)	مماثل؛ مطابق	**Alike**	**Different**
Familiar (adj.)	مألوف؛ معهود	**Well-known**	**unfamiliar**
Favorable (adj.)	إيجابي؛ مرض	**Advantageous**	**unfavorable**
Feasible (adj.)	ممكن عمله	**Practicable**	**unfeasible**
Feeble (adj.)	ضعيف	**Weak**	**strong**
Final (adj.)	نهائي	**Last**	**first**
Finished (adj.)	مكمل؛ متمم	**Completed**	**unfinished**
Frequent (adj.)	متكرر؛ متواتر	**Habitual**	**rare**
Faulty	ذو عيوب؛ معيب	**imperfect**	**perfect**

USEFUL PHRASES AND SENTENCES ON:

* **Applications**

1. With reference to your advertisement in "The Times" of Friday, January 4th, I would like to apply for the position of .... in your company.
2. I recently heard from .... that there is a vacancy in your accounts department.
3. Please refer to the enclosed curriculum vitae / personal data sheet for further particulars.
4. I am used to working on my own.
5. I would like to seize the opportunity to work on my own initiative and to take on a certain amount of responsibility.
6. During training for my present job I took courses in marketing and sales promotion.
7. In view of my qualifications, I would expect a salary of about.................... with the usual fringe benefits.

* Acceptance of offers

8. I have pleasure in accepting the position.
9. I should like to accept the post, and Look forward to joining your firm on January 15.
10. I look forward to commencing work on January 15.

* Refusal of offers

11. I am unable to accept your offer.
12. I regret to inform you that I cannot act pt the position, since I have received a more attractive offer.
13. Please use the enclosed envelope for sending your order.
14. We will be glad to serve you.............. .
15. We enclose three admission tickets for yourself and other representatives of your organization.
16. We assure you that you will profit by dealing direct with us, so be sure to dispatch the card today.

17. We hope you will extend your cooperation in the marketing of this new product.
18. We very much regret the inconvenience caused to you by our mistake.
19. We shall be grateful to hear from you that you have accepted our rates.
20. Should it be your desire to do this, please contact us. We will be pleased to comply with your request.

Vocabulary	المصطلحات
applications	طلبات
advertisement	إعلان
position	وظيفة؛ منصب
recently	حديثاً؛ مؤخراً
vacancy	شغور؛ وظيفة شاغرة
curriculum vitae (cv)	بيان السيرة الذاتية
initiative	مبادرة؛ روح المبادرة
responsibility	مسؤولية
training	تدريب
course	مقرر تعليمي؛ مساق دراسي
marketing	تسويق
sales promotion	ترويج المبيعات
qualifications	مؤهلات؛ كفاءة
salary	راتب؛ مرتب
fringe benefits	فوائد (أو مزايا) إضافية
acceptance	قبول؛ موافقة
post	منصب؛ وظيفة

to commence	يبدأ ؛ يباشر
refusal	رفض
attractive	جذاب؛ فاتن: ساحر
enclosed	مرفق
admission	قبول
representative	ممثل؛ مندوب
organization	مؤسسة؛ منشأة
to dispatch	يرسل
cooperation	تعاون
inconvenience	إزعاج؛ مضايقة
to contract	يتصل
to comply with	يتطابق؛ يتلاءم

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Language Practice تطبيقات لغوية

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	Say قل	Reason السبب
We shall draw on you under advise for the invoice amounts.	We shall draw on you under advice for the invoice amounts.	"Advise" is a verb, while "advice" is a noun.
The sales manager was absent at the meeting.	The sales manager was absent from the meeting.	We say: absent from, NOT at.
The company will not accept to buy new machines.	The company will not agree to buy new machines.	We accept a person's advice, opinion, or suggestion BUT agree to do something.

(B) Synonym and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
Lack (n.)	افتقار إلى؛ احتياج	**Want**	**sufficiency**
Lastly (adv.)	أخيراً	**Finally**	**firstly**
Lawful(adj.)	قانوني	**Legal**	**illegal**
Leader (n.)	قائد؛ زعيم	**Head**	**follower**
Lend (v.)	يقرض	**Loan**	**borrow**
Lessen (v.)	ينقص؛ يخفض	**Decrease**	**increase**
Liabilities (n.)	التزامات	**Obligations**	**assets**
Limited (adj.)	محدود	**Restricted**	**unlimited**
Lengthen (v.)	يمد؛ يطول	**Prolong**	**shorten**
Logical (adj.)	منطقي	**Rational**	**irrational**

(C) Letter Writing (ج) كتابة الرسائل

USEFUL PHRASES AND SENTENCES ON :

* **Goodwill**

1. Welcome to Amman. To help you to get to know the city better, we are sending you a map showing the, principal thoroughfares and the location of our bank.
2. We greatly appreciate your comments about our airline and hope that you will continue to enjoy flying with us.

* Congratulations

3. It was with great pleasure that we heard of your appointment as Chairman. Please accept our heartiest congratulations.
4. Please convey our best wishes and congratulations to Mr. Howe on his promotion.
5. Congratulations to you and your wife on the birth of your son.
6. We should like to send you our congratulations on the occasion of your company's fiftieth anniversary.

* Introductions

7. I should like to introduce Mr. Terence Russel, a personal friend of mine, who wishes to make some business contacts in your area.
8. I would be grateful if you could give him some information on local conditions and prospects in your line of business.

* Get-well wishes

9. I trust that you are feeling better, and send you my best wishes for a speedy recovery.
10. We were very glad to hear that you ate making good progress.

* Seasonal wishes

11. Please accept our best wishes for ....
12. Our directors and staff wish you health and happiness for 19--

* General requests

13. We would be grateful if you could send payment as soon as possible.
14. I would be obliged if you could phone on Monday morning.
15. We would appreciate if your Sales Department could return the samples.
16. I am writing to request a copy of this year's price list.
17. Could you send our current price list to ....
18. Would you mind asking Mr. David to show me copies of the correspondence.
19. Would you mind asking Helen to check the arrangements for my visit to Switzerland.
20. Could you give the report on the Manchester visit to the managing director.

Vocabulary	المصطلحات
Goodwill	وداد؛ شعور ودي؛ رضا
Map	خريطة
thoroughfares	شوارع؛ طرق عامة
location	موقع
to appreciate	يقدر (شيئاً حق قدره)
airline	شركة خطوط جوية
congratulations	تقديم التهاني؛ تهنئة
appointment	تعيين (في منصب)
convey	ينقل؛ يبلغ
anniversary	ذكرى سنوية؛ عيد سنوي
introductions	مقدمات
introducer	يقدم
prospects	توقعات
line of business	نشاط المرء؛ مجال عمل المرء
get-well wishes	تمنيات بالشفاء
speedy	سريع؛ عاجل

recovery	شفاء، استرداد ، استعادة
progress	تقدم؛ ارتقاء
seasonal wishes	تمنيات بمناسبات معينة
staff	الموظفون؛ هيئة الموظفين
payment	دفعة؛ مبلغ
sales department	قسم المبيعات
price list	قائمة الأسعار
current	الجاري؛ السائد؛ الحالي
correspondence	مراسلات؛ مكاتبات
arrangements	ترتيبات
managing director	المدير (أو الرئيس) المنتدب

****

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	Say قل	Reason السبب
The fire caused many damages. (= تعويضات)	The fire caused much damage. (= خسارة)	The plural form "damages" denotes money paid to make good a loss, as: "The insurance company paid the damages".
Would it be possible to exchange this cassette recorder with a new one?	Would it be possible to exchange this cassette recorder for a new one?	We say: to **exchange** something for something, NOT with.
I told him I **prefered** to open an account with Amman Bank for Investments.	I told him I **preferred** to open an account with Amman Bank for Investments.	"prefer" (ONLY ONE r), while **"preferring"**, "preferred" (DOUBLE r).

(B) Synonym and Antonyms (ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
Immense (adj.)	هائل؛ ضخم	**huge**	**Tiny**
Incredible (adj.)	لا يصدق	**unbelievable**	**Credible**
Illegal (adj.)	غير قانوني	**unlawful**	**Legal**
Illegible (adj.)	غير مقروء	**unreadable**	**Readable**
Illicit (adj.)	غير مشروع	**illegal**	**Lawful**
Illusion (n.)	وهم؛ توهم	**delusion**	**Reality**
Incentive (n.)	حافز؛ باعث	**motivation**	**Deterrent**
Inception (n.)	ابتداء؛ استهلال	**beginning**	**Termination**
Incidental (adj.)	ثانوي؛ طارئ	**secondary**	**Essential**
Improvement (n.)	تحسين	**development**	**deterioration**

USEFUL PHRASES AND SENTENCES ON :

*** Thanks**

1. Thank you for your letter giving me details of the Annual Advertising Association Conference at Brighton next month.
2. Thank you for your letter of March 16 inviting me to attend the April 15 meeting of the Marketing and Promotion Association.
3. Thank you for inviting me to attend the first marketing conference of the Textile Distributors Association next July.
4. Many thanks for your letter of April 21.
5. Thank you for your letter of May 30, inviting me to serve on the Association's Membership Committee.
6. We thank you for your letter of 15th March, and confirm our cable of today reading as follows:
7. We thank you for your letter of 5th December in which you offer us a range of your goods for resale in this country.
8. We have read your letter of January 3rd with much interest and would like to thank you for the suggestions contained in it.
9. We hereby acknowledge receipt of your enquiry of the 3rd instant for which we thank you.
10. Many thanks for your letter of July 15th, in which you ask us for an extra discount of 3% over and above the usual trade discount.
11. Your enquiry of October 12th, which we welcome, is receiving our attention and we thank you for your interest in our products.
12. Many thanks for your enquiry; we look forward to receiving your order in the near future.
13. Thank you for your letter of the 22nd in which you requested an appointment.
14. My thanks for your letter of yesterday, enclosing your order for.
15. Thank you for your letter of the 8th July, in which you requested a copy of the consignment note for the above order.

16. It was delighting indeed to learn that you had opened a charge account with us. We shall certainly do our best to deserve this expression of your confidence in the House of Fashion.
17. This is to thank you for making the first use of your charge account. We appreciate this first opportunity to serve you as an account customer and will make every effort to merit the confidant you have placed in us.
18. Many thanks for your first order since you became one of our special customers.
19. This is just a note to say "Thank you" for doming into the store yesterday and making your first purchase on your new charge account.
20. We recently had the pleasure of serving you fur the first time as an account customer in our Ready-to-Wear Department, and we sincerely hope that you were completely satisfied.

Vocabulary	المصطلحات
details	تفاصيل
to attend	يحضر
marketing	تسويق
textile	نسيج
distributors	موزعون
membership	عضوية
committee	لجنة
to confirmrange	يؤكد؛ يعزز مجموعة؛ تشكيلة
resale	إعادة بيع
interest	اهتمام
suggestions	اقتراحات
enquiry	استعلام؛ استفسار
discount	خصم؛ حسم

over and above	زيادة (او علاوة) على
products	منتوجات
look forward	ينتظر بشوق
appointment	موعد؛ مواعدة
consignment note	إشعار باستلام بضاعة
charge account	حساب الزبون الجاري
confidence	ثقة
opportunity	فرصة؛ وقت مناسب
to merit	يستحق؛ يستأهل
store	مخزن
purchase	شراء
satisfied	راض

****

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	Say قل	Reason السبب
I started my course at the begining of November.	I started my course at the beginning of November.	Begin (ONLY ONE n.). Beginning (DOUBLE n.)
He gave me some good advices.	He gave me some good advice.	NOTE: when only one thing is meant we say: "a piece of advice" : as, "let me give you a piece of advice".
Can you give me any informations?	Can you give me any information?	NOTE: when only one thing is meant we say: "an item or a bit of information" as, "He gave me a useful item of information."

(B) Synonym and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
halt (v.)	يتوقف	**stop**	**start**
handicap (n.)	عائق؛ عقبة	**disadvantage**	**advantage**
hardship (n.)	ضيق؛ مشقة	**suffering**	**comfort**
harmful (adj.)	مؤذ؛ ضار	**injurious**	**beneficial**
haste(n.)	سرعة؛ عجلة	**speed**	**slowness**
hazard (n)	مخاطرة؛ خطر	**danger**	**safety**
heavy (adj)	ثقيل	**weighty**	**light**
height	ارتفاع	**altitude**	**depth**

hesitant (adj.)	متردد	reluctant	willing
hollow (adj.)	فارغ: اجوف	empty	full

(C) Letter Writing (ج) كتابة الرسائل

USEFUL PHRASES AND SENTENCES ON:

USEFUL PHRASES AND SENTENCES ON

*** Agencies**

1. We are looking for an agent to sell our goods abroad.
2. We require a representative for the sale of our products.
3. We are looking for a representative for our branch in ....
4. The agent must work exclusively for us.
5. He must undertake not to work for our competitors.
6. He must confine his activities to this area.
7. His main task would be to present our catalogues and samples to customers.
8. The post requires specialist knowledge.
9. We require a specialist representative.
10. No specialist knowledge is required.
11. We train our representatives ourselves.
12. We are a small firm manufacturing ....
13. These articles have excellent sales potential.
14. We hear that you have considerable experience in selling this type of article.
15. Would you be able to introduce these goods onto the Italian market?
16. We wish to launch this product onto the German market.
17. We feel that there is considerable demand abroad for such goods. 18. You already represent a number of British firms.
19. It would be your job to develop this market for us.
20. We should be prepared to spend an average of £25,000 per year on advertising.
21. We expect you to display a full range of our products in your showrooms.

22. The representative will receive advertising material free of charge.

Vocabulary	المصطلحات
abroad	خارج البلاد
representative	مندوب؛ ممثل
branch	فرع
exclusively	دون الغير؛ بالحصر؛ حصراً
to undertake	يتعهد
competitors	منافسون
to confine	يحصر
activities	نشاطات
task	مهمة؛ عمل؛ واجب
specialist	اختصاصي؛ أخصائي
to train	يدرب
potential	احتمالي
to introduce	يقدم؛ يعرض
to launch	ينزل (إلى السوق)
to develop	يطور
to display	يعرض (في واجهة أو معرض)
full range	تشكيلة كاملة
showroom	قاعة العرض
free of charge	مجاناً

****

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	Say قل	Reason السبب
In the way to the airport we got caught in a traffic jam.	On the way to the airport we got caught in a traffic jam.	We say: "on the way to" a place, NOT in.
We would like to see a greater variety in dishes on the menu. (menu = وجبة طعام)	We would like to see a greater variety of dishes on the menu.	We say: "variety of", NOT in.
The magazine covers everything from politics until what's Hollywood.	The magazine covers everything from politics to what's happening in Hollywood.	"Until" and "till" are usually used when talking about time, NOT distance, area, or scope.

(B) Synonym and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
Durable (adj.)	متين؛ صامد	**lasting**	**perishable**
Careless (adj.)	لا مبال	**thoughtless**	**prudent**
Hasten (v.)	يستعجل؛ يعجل	**hurry**	**procrastinate**
Economical(adj.)	اقتصادي	**thrifty**	**prodigal**
Liquidate (v.)	يصفي	**dissolve**	**establish**
Guide (v.)	يرشد؛ يوجه	**lead**	**misguide**
Comfort (n.)	راحة	**ease**	**hardship**
Immobility(n.)	ثبات؛ جمود	**stillness**	**motion**
Miserly (adj.)	بخيل	**stingy**	**generous**
Lenient (adj.)	لين؛ متساهل	**flexible**	**stem**

(C) Letter Writing — (ج) كتابة الرسائل

USEFUL PHRASES AND SENTENCES ON:

*** Credit status / Enquiry letters / Thanks**

1. Your name was given to us by ....
2. We are indebted to Messrs .... for your name.
3. Messrs .... have referred us to you for information concerning .
4. We have been asked to give our credit opinion of ....
5. The firm whose name is written on the attached slip ....
6. Can you please give us information regarding .... ?
7. Do you think they should be good for JD ....?
8. Would you consider a credit of JD .... a reasonable risk?
9. Have you any reason to doubt their creditworthiness?
10. Are they reputed to meet their liabilities promptly?
11. As far as you know, is their business financially sound?
12. Should we be safe in granting them a credit of JD .... ?
13. We should also welcome information regarding ....
14. Any other information you may be able to pass on to us will be treated as confidential.
15. You can, of course, rely on us to act discreetly.
16. We enclose the following information without any guarantee or responsibility on our part.
17. We enclose a stamped addressed envelope for your reply.
18. We should be very grateful to you for an answer, and enclose a postal reply coupon.
19. If we can at any time render you a similar service, we shall be glad to do so.
20. We thank you in anticipation of your reply.

Vocabulary	المصطلحات
Credit	ائتمان
Status	وضع؛ حالة؛ مركز

Enquiry	استعلام؛ استفسار
Indebted	مدين؛ مديون
To refer	يحيل
Information	معلومات
Firm	منشأة تجارية
Attached	مرفق
Slip	قسيمة
Good for	صالح (أو مؤتمن) لغاية مبلغ
Reasonable	معقول
Risk	مخاطرة؛ خطر
Creditworthiness	مؤتمنيه على الدين؛ أهلية الائتمان على الدين
Reputed	معروف؛ مشهور
Liability	التزام؛ مسؤولية
Promptly	فوراً؛ على الفور
Financially	مالياً
Sound	مستقر؛ سليم
Safe	مأمون؛ آمن
To grant	يمنح؛ يعطي
Confidential	خصوصي؛ سري
Discreetly	بتكتم؛ بتحفظ
Postal	بريدي
Coupon	كوبون؛ قسيمة
To render	يقدم
In anticipation	سلفاً؛ مقدماً

****

Language Practice تطبيقات لغوية

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	**Say** قل	**Reason** السبب
All the other problems are related with the economic one.	All the other problems are related to the economic one.	We say: "related to", NOT with.
She suddenly stood up and ran out from the room.	She suddenly stood up and ran out of the room.	We say: "out of", NOT From.
Everybody have to work.	Everybody has to work.	"Everybody" and "everyone" are used with a singular verb.

(B) Synonym and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
punctual (adj.)	دقيق	**prompt**	**Late**
rigid (adj.)	صلب؛ متصلب	**stiff**	**Flexible**
progress (n.)	تقدم؛ ترق	**advance**	**Regression**
prolong (v.)	يطيل	**lengthen**	**Shorten**
promotion (n.)	ترقية؛ ترفيع	**elevation**	**Demotion**
successful (adj.)	ناجح؛ موفق	**prosperous**	**Unsuccessful**
prudent (adj.)	فطين؛ مبتصر	**careful**	**Reckless**
reputable (adj.)	حسن السمعة؛ محترم	**respectable**	**Disreputable**
responsible (adj.)	مسؤول	**accountable**	**Irresponsible**
proficient (adj.)	ماهر	**skilled**	**unskilled**

(C) Letter Writing ٤/ كتابة الرسائل

USEFUL PHRASES AND SENTENCES ON:

*** Shipping**

1. Will you please arrange suitable land transport to London for the above-mentioned consignment.
2. Instructions have been given to the manufacturers to forward to you by rail, carriage paid, the following consignment.
3. We enclose commercial invoice in triplicate; also certificate of origin.
4. We require two sets of shipped clean bills of lading consigned to your Paris branch.
5. The consignees hold import license No.
6. We have consigned to your order, by lorry, the following goods: -
7. We thank you for your letter of October 20th and we now return your shipping instructions form duly completed, with 2 copies of commercial invoice attached. Kindly note that tJ1e certificate of origin is printed on the back of the invoice and has been tilled in.
8. The tractors are to be delivered by lighter to ....
9. The goods are to be shipped by the first available vessel to Antwerp for transshipment to Rhine lighters, and we shall be glad if you will make the necessary arrangements for this on a "through" bill of lading.
10. As the cargo is to be transshipped at Aqaba Port we shall require through B/L.
11. To avoid undue risk of breakage we should like to have the goods sent by ....
12. We would advise shipping by special tank.

* Miscellaneous subjects

13. The goods will be sent by rail, carriage forward.
14. There is a debit balance of $50 on Mr. Harding's account.
15. The gross profit for the year was JD 60,000.
16. The consignment was sent on 15th February.
17. The goods are subject to a trade discount of 30%.
18. The whole consignment is liable to an ad valorem duty of 15%.

19. Any dispute arising out of this contract will be referred to arbitration.
20. We should like you to make a settlement monthly.

Vocabulary	المصطلحات
Shipping	شحن؛ نقل بحري
Suitable	ملائم؛ مناسب
Transport	نقل
Manufacturers	مصنعون
carriage paid	أجرة النقل مدفوعة
commercial invoice	فاتورة تجارية
triplicate	ثلاثة نسخ
certificate of origin	شهادة منشأ
shipped B/L	بوليصة شحن تثبت تحميل البضاعة على الباخرة
clean B/L	بوليصة شحن نظيفة (بدون تحفظات أو مخالفات)
consignee	المرسل إليه (المستورد)
import license	رخصة استيراد
tractor	جرارة؛ تراكتور
lighter	صندل (مركب مسطح القاع لتحميل أو تفريغ السفن)
transshipment	إعادة الشحن (= النقل من سفينة أو من وسيلة نقل إلى أخرى)
through" B/L	بوليصة شحن عبر وسائل نقل متتابعة
undue	غير ضروري
tank	صهريج؛ صهريجية
miscellaneous	متنوع؛ مختلف
carriage forward	أجرة النقل على المشتري
gross profit	ربح إجمالي

trade discount	خصم تجاري
ad valorem duty	رسم قيمي (على اساس القيمة)
dispute	خلاف؛ نزاع
contract	عقد
arbitration	تحكيم
settlement	تسوية؛ تسديد

****

PERSONAL LETTERS رسائل شخصية

(A) Letters of Introduction

(أ) رسائل تعريف \ أو تقديم

A letter of introduction is a courtesy **extended** to a friend, colleague or business associate visiting or moving to another town or city. If there is time, send the letter by post and give a copy to the person introduced. Otherwise give the letter, **unsealed,** to the person you are introducing, for him to hand personally to the **addressee** on arrival.

In asking a friend or associate to spare time to meet someone he does not know, you are, in effect, **asking a favor**. Your letter should therefore be couched in these terms and it should thank him for any kindness he may wish to extend to the person you are recommending.

*** In addition the letter should state:**

1. The name of the person introduced;
2. The reason for the visit;
3. Any relevant **background** material, whether of a personal or business nature, according to the kind of introduction involved.

The **tone** of the letter will depend not only on the degree of friendship between the correspondents, but also on the purpose of the introduction. If you are introducing a personal friend to another personal friend for purely social reasons, then, obviously. your letter will be quite inforD1al. A purely business introduction, on the other hand, will be formal, though friendly.

A letter introducing a new sales representative is not, strictly speaking, a personal letter at all. Its purpose is quite obviously promotional. It should include a summary of the new employee's background and qualifications and stress his eagerness to be of service to the recipient of your letter.

Sometimes you will have occasion to write a letter introducing yourself. Such a letter will usually ask for an appointment or a favor of some sort and should therefore follow the same rules as other letters of introduction.

Vocabulary	المصطلحات
courtesy	ملاطفة؛ أدب؛ تجمل؛ مجاملة
to extend	يمنح
unsealed	مفتوح
addressee	المرسل (أو المعنون) إليه
to ask a favor	يطلب معروفاً أو جميلاً
to couch	يعبر بكلمات مختارة؛ يصوغ؛ يقولب
background	أساسي
tone	نغمة؛ نبرة؛ لهجة
correspondent	مراسل
informal	خال من الكلفة؛ غير رسمي
promotional	ترويجي
recipient	المستلم (أو المتسلم)
appointment	مقابلة؛ مواعدة؛ موعد

****

SAMPLE LETTER 1

* Introducing a company colleague for a job.

Dear Sirs,

Paul Anthony Snow

I have known the bearer of this letter, Paul Anthony Snow, for at least five years. He worked for our company as a Sales Representative in my department, and his work was satisfactory. He was a most reliable and trustworthy employee. He left the company only to follow a course of higher study in international marketing.

He would greatly appreciate it if you would assist him in his study of the documents used in international trade. I should be grateful if you would help him by providing him with the necessary documents, and answering some of his questions.

Yours faithfully,

SAMPLE LETTER 2

* Introducing a person for a job.

Dear Sirs,

Harold A. Robinson

I have known Harold A. Robinson for almost four years. He was one of my students in the faculty of Business Studies at the University of Motherwell.

He has passed all his examinations with flying colors. He is intelligent, responsible, and energetic. He took an active part in the life of the university, its social as well as its intellectual life. He proved himself to be a competent administrator in the societies he joined, and he showed initiative on many occasions. He also took part in the sporting activities of the university, and developed leadership qualities. He had many other varied interests.

I have no hesitation in recommending Harold Robinson for any position which requires intelligence, and initiative.

Yours faithfully,

(B) Letters of Recommendation (ب) رسائل توصية

Sometimes you will have occasion to extend the courtesy of writing a letter of recommendation on behalf of **a business associate, former employee**, or friend.

In writing to recommend a former employee, you will need to give specific details, such as dates of employment with you, position occupied, **qualifications** and **pertinent** information on character, **temperament** and any other relevant details you may have observed. If you have any **reservations** about recommending a former employee, you should not **hesitate** to mention them, for it would be **unfair** to your **correspondent** – and indeed to your former employee – **wholeheartedly** to recommend a person for a position you knew he was unsuitable for.

In recommending a friend or business associate you will **dwell** more on qualities of character and personal **integrity**. In other words, you will be a little less specific. However do not make the mistake 0fbeing too **vague** and **indulging** in **meaningless generalizations.** It is always a good point to mention the number of years you have known the person concerned and, in any event, the tone of your letter should always be Want and **enthusiastic**.

Write as if you mean every word you say. Sincerity is recognizable by all.

Vocabulary	المصطلحات
business associate	زميل عمل؛ رفيق العمل
former employee	موظف سابق
qualifications	مؤهلات
pertinent	في الصدد؛ متعلق؛ متصل؛ ذو صلة؛ وثيق الصلة
temperament	مزاج؛ سرعة التأثير؛ رفاهة الحس؛ طبيعة

reservation	قيد؛ تحفظ
to hesitate	يتردد
unfair	متحامل؛ غير عادل؛ متحيز
correspondent	مراسل
wholeheartedly	من صميم القلب؛ بصدق وإخلاص
to dwell	يمعن النظر في الأمر؛ يتناول نقطة بإسهاب وتفصيل
integrity	نزاهة؛ استقامة؛ أمانة؛ عفة اليد
vague	مبهم؛ غامض؛ غير واضح المعالم؛ ملتبس
to indulge	يسترسل؛ ينغمس في
meaningless	لا معنى له "كلام" فارغ؛ بلا معنى؛ لغو
generalization	تعميم
enthusiastic	متحمس

****

SAMPLE LETTER

* Recommending a former employee.

Dear Mr. Hart.

I am pleased indeed to recommend Miss Renata Vericchio for the position translator in your Export Department.

During her three years with my company, from January 19-- to February 19-- she demonstrated an excellent grasp I of Italian, French and Spanish, and we soon translating all our rather technical material from and into any of these three languages and English. In addition, we found her to be an excellent shorthand-typist, It fast and cheerful worker, thoroughly well-versed in all export matters. On many occasions she acted as interpreter for us when agents and buyers from abroad visited our works.

She left for personal reasons and we were sorry indeed to lose her.

Yours sincerely,

(C) Letters lot Invitation ج) رسائل دعوة)

Letters of invitation should be easy enough to write, for they carry no bad news, do not risk **hurting** or **offending**, and usually announce a pleasant or even **festive** event.

They should be **cordial** and friendly without being too **gushing**, but as with other letters, the degree of **informality** used must depend upon the relationship and degree of friendship between the correspondents.

Letters of invitation should never fail to specify the date, the time, and the place of the event in question. In some cases the reason for the event should also be specified. This applies in particular to invitations to customers to attend an opening, or other essentially business occasions.

Invitations to the more formal type of dinner or other evening event should go out three weeks ahead of time, if at all possible. This enables more people to accept the invitation, gives them time to prepare for the event, and precludes the need for them to cancel other engagements when they feel duty-bound to accept such as in the case of invitations to members of your staff.

Try to add a note of gaiety, warmth and welcome to your invitation letters. Enthusiasm is catching and engenders goodwill.

Vocabulary	المصطلحات
to hurt	يسئ إلى؛ يحز في النفس؛ يجرح
offend	يؤذي؛ يضر، يغضب ، يضايق
festive	تعييدي؛ مهرجاني؛ احتفالي
cordial	من صميم القلب؛ مخلص؛ نابع من القلب؛ ودي
gushing	دافق؛ فياض
informality	عدم الكلفة؛ غير رسمي
ahead of time	قبل الوقت؛ قبل الأوان
preclude	يمنع؛ يحول دون؛ يجعله متعذراً؛ يعوق
duty-bound	ملزم أدبياً أو قانونياً
gaiety	بهجة؛ سرور؛ ابتهاج
enthusiasm	حماس

SAMPLE LETTER

* Informal invitations to dinner, lunch or tea.

Dear Miss Mannering,

Will you and Miss Nevins have dinner with us at our home on Wednesday, April the seventh, at seven o'clock? It has been a long time since we have had the pleasure of seeing you, and we do hope you will find it possible to be with us.

Yours sincerely,

Dear Mathilda,

Will you and Helen Nivins have dinner will us on Wednesday, the seventh of April, at seven o'clock?

Dear Jane,
Will you come to lunch on Tuesday, June the sixth, at one o'clock?

Lillian Roberts is bringing a surprise dessert from her bottomless receipt file, which should be reason enough to bring you out!

I am looking forward to hearing all about your vacation. So do say you will come.

Yours affectionately,

Dear Mrs. Adams,

I have asked a few friends to come for tea on Wednesday, April the eighth, at four o'clock. Will you join us?

My new neighbor, Martha Simmons, will be here, and I think you will enjoy meeting her. She is widely traveled, witty – and very good company.

I know that the Women's Club occupies much of your time, but I hope you are not too busy to join us. I am looking forward to seeing you.

Cordially yours,

(D) Acceptance Letters ا) رسائل قبول الدعوات

Letters accepting an invitation to a **banquet**, to lunch or dinner at someone's home, or to any other event requiring prior preparation, should be sent within two days of receiving the invitation.

While conveying pleasure at being invited and anticipation of the event, their degree of formality or informality should take their cue from the invitation itself. Obviously a chatty note inviting you to lunch at a friend's club will be answered in an equally informal way; while a more formal invitation to the company's annual banquet will require a more formal reply.

It is a good plan to reiterate the time, place and date of the meeting just to make sure there will be no misunderstanding, and if some of these details have been left to you, then do not forget to specify them in your reply.

Tile specimen acceptance letters which follow include two examples of formal third person acceptances, since many people are a little unsure of themselves when faced with the task of replying to a formal invitation.

Accepting someone's resignation from his or her job or from a board, committee, club or association is, of course, an entirely different situation. Unless you are glad to get rid of them, the formula calls for your expressing regret at losing their services, saying a few kind words about the qualities they brought to the office concerned and conveying your good wishes for their future.

Vocabulary	المصطلحات
Banquet	مأدبة؛ وليمة؛ عزيمة
Lunch	غذاء؛ وجبة الظهيرة
Dinner	عشاء
Cue	إيعاز؛ إشارة للبدء؛ وعزة
Chatty	كثير الكلام والدردشة
To reiterate	يعيد (القول)؛ يكرر (القول)
Misunderstanding	سوء فهم
To get rid of	يتخلص من
Formula	صيغة

SAMPLE LETTER

* Formal acceptances.

(A) Of invitation to dinner:

Mr. Frederick Allan
has much pleasure in accepting the kind invitation of Mr. and Mrs. John Cooper
to dinner
on Friday, October 25 at eight o'clock.

(B) of invitation to dinner:

Mr. and Mrs. French accept with great pleasure the kind invitation of Mr. and Mrs. Gordon Walker to dinner on November 29 at eight o'clock.

SAMPLE LETTER

*** Informal acceptances.**

(A) Of invitation to banquet, lecture or other event:

Dear Greenley,

I am delighted to accept your kind invitation to the B.I.M's annual banquet at the Hyde Park Hotel on March 21.

I shall be there at 8 as you suggest and look forward to a very interesting evening.

Thank you very much for thinking of me.

Yours sincerely,

(B) Of lunch or dinner invitation:

Dear Mr Stanley,

Many thanks for your letter of March 4.

I'd be happy to have lunch with you during my brief visit to town next week. Both the day and the hour suit me admirably and I will be in the foyer of the Piccadilly Hotel at 12:30 as you suggest.
I look forward to seeing you.

Sincerely yours,

(E) Refusal Letters هـ) رسائل الاعتذار عن تلبية دعوة

If they are not to offend, letters of refusal must be both tactful and friendly. They should leave the recipient with the impression that the invitation was not only welcome, but flattering and that it is turned down with genuine regret.

One way of achieving this effect in the case of invitations to lunch, dinner or some sort of function or entertainment, is to indicate your availability on another occasion. In other cases,

it helps if you give a valid reason for turning down the invitation. But, above all, let the kind word turn away wrath, or rather, let it cement good relations even while saying "no'

Once again, the formal third person reply has been included to dispel all doubt on how this kind of situation should be handled.

Vocabulary	المصطلحات
To offend	يؤذي؛ يضر
Tactful	لبق: حسن التصرف؛ كيس
Recipient	المتسلم (أو المستلم)
Impression	انطباع
Genuine	صحيح؛ حقيقي؛ أصلي
Function	حفل؛ احتفال عام
Entertainment	تسلية؛ ترفيه؛ ترفيهه؛ عزومة
Availability	تيسر؛ وجود؛ متاحية
Wrath	حنق؛ غيظ شديد؛ غضب
To cement	يوطد؛ يوثق؛ يرسخ؛ يسمنت
To dispel	يبدد؛ يطرد

SAMPLE LETTER

* Formal refusals.

(A) Of invitation to dinner:

Mr. Frederick Allan
Mr. and Mrs. John Cooper
For their kind invitation to dinner,
but very much regrets that he is unable to accept
as he will be abroad on that date.

(B) Of invitation to dinner:

Mr. and Mrs. George White
greatly regret that a previous engagement
prevents them from accepting the kind invitation to dinner of
Mr. and Mrs. Henry Fletcher.

SAMPLE LETTER

* Informal refusal / of invitation to banquet, club or other event.

Dear Ms Forsythe,

I very much regret that I shall be unable to attend the banquet honoring Mr. Cameron.

Our annual sales conference at Scarborough is taking place this year from January 6 to 9 inclusive, which means that I shall, unfortunately, be far away on the evening of the banquet.

I cannot tell you how sorry I am, for nothing would have given more pleasure than to be with you. Do please excuse me and accept my best wishes for a very enjoyable occasion. I cannot think of anyone who more richly deserves the tribute being paid to him on January 8.

Yours sincerely,

SAMPLE LETTER

* Informal refusal / of lunch or dinner / invitation.

Dear Fred,

I have just received your friendly letter asking me to have lunch with you during my fleeting visit to town next week.

There is nothing I would have enjoyed more than a nice long chat with you -- not to mention lunch. Unfortunately, however, I'm afraid well have to postpone it. My visit this time will be a dash and nothing more. I shall be attending meetings all day long and lunch will, no doubt, consist of a sandwich in the conference room - if that.

I hope you will understand. I look forward to seeing you either on my next visit or when you come up to the Midlands.

Sincerely,

(F) Letters of Welcome (و) رسائل ترحيب

A letter of welcome is a **gracious gesture** which costs very little effort to write and is much appreciated by the recipient. It is one of those thoughtful gestures which builds goodwill and starts off a new relationship on a happy, friendly **footing**.

There are many occasions which might **prompt** you to write a letter of welcome. They include letters to **prospective** customers who have newly arrived in your district or town, to new customers, either retail or wholesale, to owners or executives of new businesses moving into your district, and to new members of your staff.

Obviously, the content of your letter will depend on the individual circumstances, but **brevity**, friendliness and sincerity should be the hallmark of all of them.

In writing to new retail customers you will want to stress your pleasure in serving them and your desire to offer them excellent merchandise and service. Your new agents or wholesale customers will be pleased to know that you plan

to co-operate with them in every way and look forward to a pleasant and mutually profitable relationship. Your welcome letter to a new member of your staff would do well to stress the qualities and background which got him or her the job, assure him or her of the opportunities for advancement which the new position offers, and reiterate your conviction that your relationship will be mutually pleasant.

Vocabulary	المصطلحات
Gracious	لطيف؛ ظريف؛ مفضال
Gesture	إشارة؛ رمز؛ حركة تعبيرية؛ إيماءة
Footing	علاقة طيبة؛ رسوخ؛ منزلة وطيدة
Prompt	فوري؛ فوراً؛ حالاً؛ رأساً
Prospective	منتظر؛ محتمل؛ باعتبار ما سيكون
Brevity	إيجاز في الكلام
Hallmark	علامة فارزة (أو فارقة)
Mutually	بشكل مشترك
Advancement	تقدم؛ ترق
To reiterate	يكرر؛ يعيد
Conviction	قناعة؛ يقين

SAMPLE LETTER

* Letter of welcome / to prospective customers.

Dear Mr. and Mrs. Wayne,

We have just heard that you have recently taken up residence in Leicester and we hasten to send you this note of welcome. We are sure you will like it here. It is a happy, friendly town.

Please accept our cordial invitation to visit and become acquainted with our store. We have a very extensive and well-stocked men's department, as well as our ladies' fashion departments and, of course, a home furnishing department and many others.

You will find us friendly people, eager and happy to serve you. Won't you come in soon?

Yours sincerely,

SAMPLE LETTER

* Letter of welcome I to retail customers.

Dear Ms Bradley,

This is just a note to say 'Thank you' for shopping at our store yesterday.

We are delighted to welcome you as a customer and will do everything we can to deserve the confidence you have expressed in us and our merchandise. Do return soon.

Yours sincerely,

SAMPLE LETTER

* Letter of welcome / to agents and wholesale customers.

Dear Ms Shepherd,

It is a pleasure to welcome you as a Cosmos agent and to assure you of our utmost co-operation in making the sale of our products a source of profit to you.

We hope that this is the beginning of a pleasant, profitable and lasting business relationship between us.

Yours sincerely,

SAMPLE LETTER

* Letter of welcome / to a wholesale customer.

Dear Mrs. Greenley,

I have just heard that you recently placed your first order with us and hasten to welcome you personally to our circle of customer friends.

I am convinced that you will find our products a very suitable addition to your line and that they will prove a valuable source of new business for you.

Thank you for the confidence you have placed in us and please be assured that we shall do everything we can to merit it.

Yours sincerely,

(G) Letters of Seasonal Greetings

(ز) رسائل التهاني بالأعياد

Letters of seasonal greetings can do a lot to **cultivate** and maintain a happy business relationship and to keep a contact alive. It is a **pity** that so few such letters are actually written, for they are simple enough to write and need only be quite short. In fact once you have expressed your **appreciation** for your reader's co-operation, friendship or business, over the past year and wished him or her the best for the holiday season, there is nothing more you should or can say without being **repetitious** and cumbersome.

As with most other letters, a letter of seasonal greetings will vary in its degree of informality according to that relationship between the correspondents, but friendliness, sincerity and, with few exceptions, brevity, should be common to all of them.

Vocabulary	**المصطلحات**
To cultivate	يستغل؛ ينمي
Pity	أسف؛ أمر مؤسف؛ تأسف
Appreciation	اعتراف بالجميل؛ تقدير
Repetitious	فيه إعادة (أو تكرار)؛ معاد؛ مكرر
Exceptions	استثناءات

SAMPLE LETTER

* Letter of seasonal greetings / to retail customers,

Dear Mrs. Waring,

We would be ungrateful if we failed to turn our thoughts back to the year that has gone by and to the valued support you have given us during that time. We sincerely appreciate your loyalty as a customer and we feel this is the time of year to express our thanks and send you our very best wishes for the coming; year. May it be a happy and prosperous one for you and your family.

Sincerely yours,

SAMPLE LETTER

* Letter of seasonal greetings / to agents and wholesale customers.

Dear Mr. Fenn,

As the festive season approaches we would like to tell you how much we have appreciated your business during the past year and extend to you our very best wishes for the New Year.

It has been a pleasure working with you and we look forward to an even better year in 19--.

Yours sincerely,

(H) Congratulations and good wishes

ح) التهاني والمباركات والتمنيات الطيبة

We all like to be congratulated on our achievements and are pleased when the milestones in our career are suitably noticed by friends and associates. Yet how often do you pause during the day's business to write a short note to a friend or business connection who has achieved recognition of some sort? It is easy enough to do, it takes but a few minutes, and brings a glow of pleasure to the recipient.

Occasions for writing such messages are **innumerable**. Why not make a point of seizing such opportunities from now on? Make your message short, **crisp**, friendly and, above all, sincere. As with all other letters, you will naturally match your degree of **informality** and the tone of your message to the age of the recipient and the relations between you but, generally speaking, you will do well to write in a natural, informal, **chatty** style, **tingeing** your message with the **enthusiasm** of true sincerity.

The specimen letters that follow cover some occasions frequently **encountered** in the course of business life.

Vocabulary	المصطلحات
Achievement	إنجاز؛ أداء
Milestone	مرحلة هامة؛ معلم
Career	مهنة دائمة؛ مهنة الحياة
Associates	زملاء
Recognition	تقدير (الخدمة أو فضل الخ)
Recipient	متسلم (أو مستلم)؛ متلق
Innumerable	لا يعد أو يحصى
Crisp	بين؛ واضح
Informality	عدم الكلفة؛ عدم الرسميات
Chatty style	أسلوب عذب
Tingeing	يلون
Enthusiasm	حماسة؛ حماس
To encounter	يصادف؛ يلاقي؛ يواجه

SAMPLE LETTER

* Congratulation to a business and Professional associate / on receiving a new professional appointment.

Dear Mr. Harrison,

I was delighted to learn that you are moving to Birmingham to take charge of the new Branch in the Bull Ring.

Please accept my most sincere congratulations and my very best wishes for success in your new position.

Sincerely yours,

SAMPLE LETTER

*** Congratulation to a business and professional associate I on receiving a new business appointment.**

Dear Steve,

I have just read in "Campaign" that you have been appointed Advertising Manager to Marlex Foods.

It is a fine opportunity for you and you have worked hard for it. I know you will make good and I hasten to send you my hearty congratulations together with my very best wishes for your success.

Sincerely,

(I) "Thank you" Letter (ط) رسائل شكر

The letter of **appreciation** can take many forms. It is as varied, in fact, as there are reasons for our **gratitude**. If it is to be **effective** it should be written at once, for nothing creates a worse impression than a "Thank You" letter which begins with an **apology**.

If you have time to write the note by hand, so much the better, but in any event, make it brief. No good purpose is served in going on and on. Simply say your piece and close.

The informal **approach** is the best one for a note of thanks, but several **factors** must be taken into consideration in deciding just how informal to be. You should bear in mind how personal the favor was, the degree of friendship between you and your correspondent and, finally, the age and character of your **addressee**.

Above all, a note of thanks should be sincere. If you are just going through the motions because you think it is the right thing to do, it will be quite obvious to your correspondent.

In these days of **constant haste**, it is the **minority** that finds time to drop a note of thanks for a favor received or a pleasant evening. Yet no letter gives more pleasure to the recipient and does more to cement a friendship, whether inside or out of the business circle, more than a "Thank you" letter.

Vocabulary	المصطلحات
Appreciation	تقدير؛ اعتراف بالجميل
Gratitude	شكران؛ عرفان بالجميل؛ امتنان
Effective	مجد؛ ناجع؛ له وقع حسن في النفس
Apology	اعتذار؛ دفاع كلامي أو كتابي
Approach	اقتراب؛ مقاربة؛ تقرب
Factor	عامل؛ عنصر
Addressee	المرسل (أو المعنون) إليه
Obvious	واضح؛ جلي
Constant	متواصل؛ مستديم
Haste	عجلة؛ استعجاله
Minority	أقلية

****

SAMPLE LETTER

*** Letter of thanks to a retail customer I for opening a charge account.**

Dear Ms Collins,

Thank you for opening a charge account with John Ferris

We greatly welcome this opportunity of including you in our circle of special customers and will do all w~ can to make your shopping at our store a pleasurable experience.

Sincerely yours,

SAMPLE LETTER

*** Letter of thanks to a retail customer I for opening a credit account.**

Dear Mrs. Watson,

I have just learned from our Credit Manager that you have opened a credit account with us and hasten to send you this note of thanks.

It is the policy of our organization to sell quality merchandise at competitive prices. We also pride ourselves on our efficient, courteous service aimed at making your shopping here easy and pleasant.

Please let us know if ever there is anything we can do to make our service even better.

We look forward to welcoming you to our store.

Yours sincerely,

****

Language Practice تطبيقات لغوية

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	Say قل	Reason السبب
The strong air blew his hat away.	The strong wind blew his hat away.	"Air" is what we breathe, and "wind" is what makes the leaves of the trees move.
When I entered the room, I saw a book on the ground.	When I entered the room, I saw a book on the floor.	The "floor" is the part of the room on which we walk; the "ground" is outside the house.
Is there place for me in the bus.	Is there room for me in the bus?	"place" cannot be used in the sense of "room", which means here "unoccupied space".

(B) Synonym and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
Particular (adj.)	خصوصي	**Specific**	**general**
Partly (adv.)	جزئياً	**Partially**	**Fully**
Peak (n.)	قمة	**Summit**	**Bottom**
Penalty (n.)	عقاب	**Punishment**	**reward**
Penniless (adj.)	مفلس	**Moneyless**	**rich**
Perennial	دائم؛ متكرر	**Perpetual**	**temporary**
Exact (adj.)	دقيق؛ مضبوط	**Accurate**	**inexact**
Peril (n.)	خطر	**Danger**	**safety**
Pessimist (n.)	متشائم	**Defeatist**	**optimist**
Pleasant (adj.)	سار؛ سائغ	**agreeable**	**unpleasant**

(C) Letter Writing ج) كتابة الرسائل)

USEFUL PHRASES AND SENTENCES ON :

* Replies to complaints

1. We were very sorry to receive your complaint that the material you received was not of the quality expected.
2. We have been supplying the same material for a long time and have had no complaints about it so far.
3. The defect may be due to a fault in machine and we are having a check-up made on all the machines.
4. The samples you sent us are not large enough to judge by and we shall be much obliged if you will return to us the whole piece. The cost of returning will, of course, be borne by us.
5. We think the best procedure will be to have the pieces examined by an expert and we are arranging for this to be done.
6. We have asked our Shipping Agents to collect the case from you for delivery to the customer to whom it should have been sent.
7. We shall be glad if you will return the goods to us, and we have arranged for the collection by...................... .
8. The appliances were carefully examined in the usual way before being packed and we cannot understand how the enamel came to be cracked. As our export manager is paying a visit to your country next month he will call to see you, and we shall be much obliged if you will keep the articles on one side until he can inspect them.
9. We greatly regret the mistake in the number, which resulted in your receiving the wrong articles.
10. We were sorry to see from your letter that you expected to receive................... .

* Miscellaneous subjects

11. As there was a serious delay we decided to write to you.
12. We hope to effect a mortgage on the new premises.
13. The buyers have assumed the whole of our assets and book debts.
14. We hope to be able to discharge our liabilities as they mature.
15. Your account is now overdue, and we hope you will send us a remittance by return:
16. Our quotations are all subject to the fluctuations of the market.
17. Please send us details of your terms of settlement.
18. We trust that this explanation will be satisfactory, and we assure you of our best services at all times.
19. Please signify your acceptance of this offer at your early convenience.
20. I am sorry not to have been able to reply sooner to your letter of.........

Vocabulary	المصطلحات
reply	رد؛ إجابة
complaint	شكوى
material	مادة؛ أدوات؛ لوازم
quality	نوعية
expected	متوقع
defect	نقص؛ عيب؛ خلل
fault	خطأ؛ عيب؛ نقيصة
samples	عينات
borne (past tense of bear)	يحمل
procedure	إجراء
expert	خبير
to collect	يحصل

appliances	اجهزة
enamel	الميناء: غطاء خارجي
to crack	يتصدع؛ ينشق؛ يتحطم
export manager	مدير التصدير
to inspect	يفحص؛ يعاين؛ يتفقد
to result	ينتج؛ ينشأ؛ يفضي إلى
miscellaneous	متنوع
mortgage	رهن
premises	منشآت؛ ممتلكات عقارية
assets	أصول؛ موجودات
book debts	ديون دفترية
to discharge	يسدد
liabilities	التزامات
to mature	يستحق الوفاء (أو الأداء)
overdue	مستحق الأداء
remittance	حوالة؛ تحويل مالي
quotations	تسعيرات؛ عروض أسعار
fluctuations	تقلبات؛ تذبذب (الأسعار)
terms of settlement	شروط التسديد
explanation	تفسير؛ تعليل؛ شرح
satisfactory	مرض؛ يفي الغرض
to signify	يدل على؛ يعبر عن المراد
offer	عرض

****

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	Say قل	Reason السبب
All the streets were full of men.	All the streets were full of people.	"People" and not "men" should be used when the reference is to human beings in general.
The man took his woman with him.	The took his wife with him.	In English, these two words are carefully distinguished: "woman" should not be used instead of "wife"
What is the cost of this watch?	What is the price of this watch?	"Price" is the amount of money paid by the customer; "cost" is the amount of paid by the shopkeeper. But we can say: "How much does it cost?

(B) Synonym and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
Prevent (v.)	يمنع؛ يعوق	**Stop; halt**	**permit**
Injurious (adj.)	مؤذ؛ ضار	**Hurtful**	**beneficial**
Opponent (n.)	خصم	**Rival**	**ally**
Mobile (adj.)	متحرك؛ متنقل	**Movable**	**immobile**
Efficient (adj.)	فعال؛ مقتدر	**effective**	**inefficient**
Increase (v.)	يزيد؛ يزداد	**augment**	**decrease**
Approval (n.)	موافقة	**permission**	**disapproval**
Dispensable (adj.)	غير ضروري	**unnecessary**	**necessary**

Advanced (adj.)	متقدم، متطور	developed	primitive
Scarcity (n.)	ندرة، قلة	dearth	plenty

(C) Letter Writing (ج) كتابة الرسائل

USEFUL PHRASES AND SENTENCES ON:

*** Counter-proposals**

1. Your offer was disappointing; we had expected better terms.
2. The products you sell are not suitable for our market unless ...
3. We can only consider placing an order if you can give us a price reduction of 10%.
4. As far as payment is concerned, we usually do business on a 3 months' credit basis.
5. We trust you can see your way clear to making us a price concession.

* Concessions

6. We agree to make a reduction in price if this will help you to develop your market for our products.
7. In reply to your request, we are willing to allow you an extra discount of 20% on this order.
8. Since we should like to enter the marketing your country, we have cut our margin of profit to give you the benefit of a 4% reduction.

* Replies from sellers to buyers

9. Thank you for your order of April 16 for one "Electrolux" machine.
10. Ten copies of our English-Arabic Dictionary, latest edition, are on their way to you.
11. We enclose a copy of our invoice and will be glad if you will arrange payment by Banker's Draft.
12. Be sure that your special instructions will be strictly observed.

* Miscellaneous subjects

13. It gives us great pleasure to enclose the Catalogue, which you asked for in your letter of ....
14. Mr. Haris, about whom you enquire in your letter of ...... has been known to me since
15. The goods which you ordered on 1 have been sent to you by passenger train.
16. I wish to apply for the post of shorthand-typist advertised in this morning's "Jordan Times".
17. Will you please send us samples and prices of the best notepapers you can offer of the following kinds: ....
18. We are pleased to enclose samples of notepapers about which you asked in your letter of yesterday. They are as follows: ......
19. Please send us patterns and quote prices for the supply of your ....
20. Your quoted prices should be for settlement of accounts by cash and should cover cost of delivery to our address.

* Negotiating

21. What price are you quoting? Is that the lowest price you can offer?
22. Can you quote in sterling / francs / lira ?
23. I'm sorry but that price is too high. I'll have to think about it.
24. It's a bit more than I expected to pay.
25. I've got a supplier in Korea who's offering I a better product at a much lower price.
26. My customers expect a higher quality than this.
27. It's a very difficult market. There isn't much demand for ....
28. I'm prepared to offer 600,000 Pesetas a credit. No more.
29. Is that price Ex Works or FRC(free carrier)?
30. That quotation is CIP (carriage and insurance paid to).
31. I assume that price includes the cost of insurance and freight (CIF).
32. Alright, I'll accept that.
33. When can you deliver? I must have them by the 13^{th}.
34. What discounts are you offering?
35. What method of payment are you proposing?
36. Is there after-sales service? Who would I refer to if there were any complaints? What about spares?

37. That sounds reasonable. I'll confirm the order by telex tomorrow.
38. Could I ask you to confirm the order in writing?
39. Will there be any problems with customs?
40. Can I leave you to deal with the documentation?
41. Will you fax me the details?

* Arranging meetings

42. I shall be in Frankfurt next week. Can I call on you?
43. Could we meet? Where would you suggest?
44. Could we get together to discuss that?
45. When would it be convenient? I could fly Jut on Friday.
46. I'll confirm the arrangements by telex.
47. When will you be arriving? Would you like me to arrange accommodation for you? Will you be on your own?
48. Would you mind if I brought my Production Manager with me?
49. How many will there be in your party?
50. Would you like me to arrange transport?
51. Would you like me to arrange hotel bookings?
52. I'll leave you to make the arrangements.
53. I don't know how to get there. Can you give me some directions? A map would be useful.
54. Perhaps we could have lunch together?
55. Do you have any preference?
56. Let's make it. say, Tuesday at 10.30. Does that suit you?

* Selling

57. Would you like me to call again when it's more convenient?
58. We have some new lines I think you'll be interested in.
59. I'll send you a copy of our latest brochure / catalogue.
60. I'll arrange for our representative to call on you; he'll be in Hamburg early next month. ,
61. What did you think of the samples we sent
62. Shall I take an order now? How many will you be needing?
63. If I take an order now I can get you a special 15% discount.
64. We're running out of stocks.
65. What is it you're looking for? *or* What do you have in mind?
66. Who's your present supplier?

67. The goods are exceptional. They're excellent value.
68. If you order before the end of the month, I can give you a special price.
69. They're on sale or return. We supply customers all over the world.
70. I've been working for the company for six years and I've never had a complaint, but in any case there's a twelve month guarantee.
71. We're one of the biggest firms in the industry.

Vocabulary	المصطلحات
counter-proposal	اقتراح مضاد أو مقابل أو معاكس
offer	عرض
disappointing	مخيب للآمال
product	ناتج؛ منتج
suitable	ملائم؛ مناسب
consider	يعتبر؛ يأخذ بعين الاعتبار
to place an order	يضع طلبية؛ يقدم طلباً (لشراء شيء)؛ يقدم طلب شراء
reduction	تخفيض؛ تنزيل
payment	الدفع
credit basis	بالدين؛ على الحساب
price concession	امتياز سعري؛ تساهل في الأسعار
concession	تساهل؛ امتياز
to develop	يوسع؛ ينمي؛ يطور
to allow	يسمح
cut	تخفيض

banker's draft	شيك مصرفي (مسحوب على البنك الساحب)
instructions	تعليمات
strictly	بالضبط؛ بالحصر؛ بالتخفيض
to observe	يطيع؛ يتقيد بـ
miscellaneous	متنوع
catalogue	بيان مصور؛ كاتالوج؛ قائمة معروضات
passenger train	قطار ركاب
shorthand-typist	طابعة اختزال
samples	عينات؛ مساطر
notepapers	ورق لكتابة المذكرات أو المكاتيب
pattern	مثال؛ نموذج
supply	تزويد؛ توريد
delivery	تسليم
address	عنوان

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Check-lists قوائم الضبط

Here are a few check-lists to help you write better business letters. Study them carefully for some time and, whenever you write a business letter, refer to the: relevant check-list or the final overall o~. After a little practice you will automatically write effective letters without having to refer to any check- list.

(A) Check-List for Letterheads

*** When drafting a letterhead check the following:**

1. Will the color and size of the printing be readable?
2. Does it give the name of the firm?
3. If your firm has a logo or house sign, is it included?
4. Does it tell what your firm does?
   (Unless the name of your firm is descriptive of your business or is an old, well-established firm, you should add a line describing the type of business).
5. Does it give your complete postal address, your telephone number, telegraphic address, and telex number, if any?
6. If your office is a branch have you included the address, etc., of the Head Office?
7. Is its appearance in keeping with the character of the firm?

(B) Check-List for Inquiries

*** When drafting a letter inquiring about goods or services, etc., check the following:**

1. If your inquiry is in response to an advertisement or sales letter, have you referred to it specifically?
2. Have you been very specific and stating clearly the exact information you require?

3. If your inquiry is a lengthy one have you drafted it like a questionnaire which can be answered by a "Yes" or "No" or by mere checking?
4. If you are particularly anxious to get a reply have you enclosed a reply- paid or self-addressed, stamped envelope?
5. Do you have a follow-up system so that if there is no response to your letter you may write another one after a reasonable time?

(C) Check-List for Replies to Inquiries

*** When replying to an inquiry check the following:**

1. Have you underlined or marked in the margin of the inquiry exactly what information is required?
2. Have you given the information asked I for clearly and specifically as well as any further information that the inquirer might need?
3. Have you taken the opportunity to write a sales letter?
4. Are you replying on the same day?
5. Have you personalized your reply?
6. Have you enclosed an order form, price list, catalogue, etc., where necessary?

(D) Check-List for Sales Letters

1. Has the AIDA formula been used?
2. Is the letter reader-oriented?
3. Has the letter eye appeal?
4. Is the layout correct?
5. Are the grammar, spelling and punctuation correct?
6. Does the letter and with an action-getting sentence and not with a participial such as “Thinking you”, “Anticipating ......”, etc.?

AIDA FORUMLA:

A = Attract ATTENTION in first paragraph
I = Create INTEREST
D = arouse DESIRE
A = ACTION-GETTING paragraph at end i.e. ask for what you want specifically and then stop.

(E) Check-List for Orders

*** Before sending an order check the following:**

1. If this is your first order to a particular firm and you wish to do business on credit, have you given references regarding your financial ability?
2. If your order is based on a quotation or on a price list or catalogue, or on a salesman's visit, have you referred specifically and in detail to it?
3. Have you given exact specifications of quantity, quality, size, color, weight, rate, etc., as the case may be?
4. Have you included instructions as to the method pf dispatch of the goods?
5. If you require the goods urgently, have you indicated the deadline?
6. If you are enclosing a remittance have you n1entioned its form, e.g. a bank draft, a cheque, a postal order, etc., and above all, checked whether the enclosure indicated is actually sent with the order?

(F) Check-List for Complaints (Claim Letters)

*** Every time you write a complaint check the following:**

1. Have you identified the transaction by giving the date, invoice number and any other necessary data?
2. Have you been factual and not emotional?
3. Have you given an exact explanation of the inconvenience caused to you? .

4. Have you motivated action by stating exactly that you require e.g. a re- placement, a credit note, etc.

(G) Check-List for Replies Complaints

*** Every time you reply to a complaint check the following:**

1. Have you replied immediately, the very same ~ay on receiving the com- plaint or if you need time to investigate have you at least acknowledged the complaint immediately?
2. Have you been courteous, factual and fair?
3. Are you sure there is no trace of sarcasm in your reply?
4. If you find the claim justified, have you taken the required action?
5. Even ii' you have some doubt as to the genuineness of the claim, have you acceded to the request?
6. If you lire granting the claim, have you done so cheerfully and without any hint of reluctance?

(H) Check-List for Reminders

*** For writing effective collection letters check the following:**

1. Has a series of reminders been drafted and kept in a forms file and indeed ?
2. Has a system been devised and communicated to the Collection Department or, in its absence, to a member of the Staff about mailing reminders once by one from the drafted series?
3. For example, has it been decided as to how ~d who will feed the department or individual for sending the first reminder to a debtor, and fixed the intervals between sending each reminder in the series, except the last one which threatens legal proceedings?
4. Have instructions been given not to send the last reminder without referring first to a higher authority?
5. Has a draft form been prepared, filed and indexed for apologizing when a reminder has been sent by mistake?

(I) Check-List for Applications

*** Every time you write an application check the following:**

1. Have you applied immediately on learning of the vacancy?
2. Have you mentioned your name, address and telephone number in the top right-hand comer? .
3. Have you remembered to date the letter?
4. Is it correctly addressed to the company by name or if no name was given in the advertisement, then have you addressed it to "The Advertiser" mentioning the name of the newspaper first and then the Box Number given in the advertisement and next the address of the newspaper?
5. Is the salutation correct? " Dear Sir ".
6. Is the complimentary close correct?" Yours faithfully" or "Yours truly?
7. Have you typed the subject line indicating, the job for which you are applying?
8. Have you mentioned in the first paragraph how you carne to know of the vacancy? (e.g. "In reply to your advertisement in").
9. Have you mentioned your age?
10. If your age is slightly above or below the required limits have you highlighted some qualification or experience which may make the reader disregard the age discrepancy?
11. Have you mentioned your experience, if any?
12. Have you mentioned first the qualifications relevant to the job?
13. Have you enclosed copies, not originals, of your certificates and references?
14. Have you mentioned that you will bring the original documents to the interview?
15. Have you mentioned your extra-curricular achievements or qualifications?
16. Have you given references, professional as well as personal?
17. Have you asked for an interview the last paragraph?
18. Does your latter have eye appeal; well-typed with generous white pacing and no mistakes or sign of erasing?

(J) Check-List for Any Business Letter

1. Have you remembered the date?
2. Has the inside address been typed?
3. Does your salutation agree in number & gender with the name in the inside address?
4. Does the complimentary close match the salutation?
5. Does the opening sentence of your letter tell the reader what the letter is about?
6. Have: you remembered the reference or subject line?
7. Have: you avoided beginning your paragraphs with "I" or "We"?
8. Is the letter reader-oriented?
9. Have you avoided commercial jargon & the word "beg"?
10. Is that tone of your letter consistently keeping with your approach? (friendly or formal).
11. Is your letter courteous?
12. Are you sure there is no trace of sarcasm in your letter?
13. Are tile contents of your letter relevant to the subject matter?
14. Is your language natural?
15. Is the grammar, punctuation & spelling correct?
16. Are your points presented in logical order?
17. Is the meaning clear?
18. Have you ended your letter with an action-getting paragraph?
19. Is your last sentence complete & not a participial phrase?
20. Does your complimentary close begin with a capital letter but all the other word are in the lower case?
21. Is the name of the writer typed below the space left for his signature?
22. Is the designation of the writer mentioned?
23. If the writer is signing on behalf of a firm is that fact indicated by such words as "for & on behalf of"?
24. Have you indicated enclosures, if any separately?
25. Are the identification initials of the writer & the typist given?
26. Does your letter have at least two paragraphs?
27. Is your letter appealing to the eye with generous white spacing around it (like a picture in a frame) and between paragraphs?
28. Have you written the type of letter you would like to receive?

Vocabulary	المصطلحات
carefully	بعناية؛ باهتمام
readable	مقروء؛ سهل القراءة
firm	منشأة
logo	شعار
descriptive	وصفي؛ تصويري
well-established	راسخ
postal address	عنوان بريدي
appearance	مظهر خارجي
character	صفة؛ خصيصة
advertisement	إعلان
lengthy	مطول
draft	مسودة (الرسالة)
questionnaire	استبيان؛ استفتاء
mere	فقط
anxious	مهتم
response	إجابة؛ استجابة
underline	يرسم خطاً تحت كلمة
margin	هامش
price list	قائمة الأسعار
to orient	يكيف يحسب الظروف
appeal	جاذبية؛ استهواء
layout	تصميم؛ تخطيط
on credit	على الحساب؛ بالدين

financial ability	مقدرة مالية
quotation	تسعير
specifications	مواصفات
deadline	آخر موعد (لإنجاز عمل ما)
remittance	حوالة؛ تحويل مالي
identify	يتطابق
data	بيانات
factual	واقعي؛ حقيقي
emotional	عاطفي
inconvenience	مضايقة
to motivate	يحرك
immediately	فوراً؛ على الفور
to investigate	يستقصي؛ يتفحص
courteous	مهذب؛ مؤدب؛ لطيف؛ دمث
trace	أثر
sarcasm	تهكم؛ استهزاء
claim	مطالبة
justify	يبرر
genuineness	حقيقة؛ صحة
to accede	يوافق؛ يقبل
to grant	يمنح؛ يوافق
cheerfully	بابتهاج؛ بمرح
reluctance	معارضة
reminder	مذكرة؛ رسالة تذكيرية
staff	هيئة الموظفين

debtor	مدين؛ مستدين
interval	فترة فاصلة
to threaten	ينذر بـ
legal proceedings	إجراءات قانونية
authority	سلطة
apologizing	اعتذار
salutation	تحية
gender	الجنس (من حيث الذكورة والأنوثة)
to match	يتلاءم مع
jargon	لغة اصطلاحية
tone	نغمة؛ لهجة
approach	اقتراب؛ دنو
logical	منطقي
designation	اسم؛ لقب
for & on behalf of	بالنيابة عن
enclosures	مرفقات
appealing	مغر

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Language Practice تطبيقات لغوية

(A) Common Mistakes (أ) أخطاء شائعة

Don't say لا تقل	Say قل	Reason السبب
Dear Sir, ...Yours,	Dear Sir, ...Yours faithfully,	When writing a formal letter beginning "Dear Sir" or "Dear Madam", you should end it with "Yours faithfully".
The car smashed into the side of a bus, who was going very fast.	The car smashed into the side of a bus, which was going very fast.	"Who" cannot be used to refer to things.
As mayor, I would like to welcome you all in our town.	As mayor, I would like to welcome you all to our town.	"welcome" someone to a place, NOT in.

(B) Synonym and Antonyms

(ب) الكلمات المترادفة والمتضادة

		SYNONYM	ANTONYM
magnificent (adj.)	كبير؛ فخم	**grand**	**modest**
tiny (adj.)	صغير؛ دقيق	**little**	**massive**
minimum (adj.)	(الحد) الأدنى	**least**	**maximum**
plentiful (adj.)	وافر	**abundant**	**rare**
valuable (adj.)	ثمين؛ نفيس	**costly**	**worthless**
happiness (n.)	سعادة؛ هناءة	**joy**	**melancholy**
forgettable (adj.)	عرضة للنسيان	**unmemorable**	**memorable**
dignified (adj.)	جليل؛ وقور	**noble**	**menial**
terminate (v.)	ينهي	**end**	**begin**
vague (adj.)	غامض	**obscure**	**clear**

(C) Letter Writing (ج) كتابة الرسائل

** USEFUL PHRASES AND SENTENCES ON:

* How to begin a letter

1. I am very much obliged to you ....
2. In reply to your letter of ....
3. It was very good of you to ....
4. I am sorry to have to say that ....
5. It is so long since you wrote that ....
6. I am wondering if you could ....
7. In accordance with your request ....
8. Please accept my thanks for ....
9. Enclosed please find ....
10. Would you be good enough to ....
11. Many thanks for your letter of ....
12. I regret to inform you that ....
13. I must thank you for ....
14. Could you favor me with ....
15. I greatly appreciate your ....
16. In acknowledging your letter for ....
17. Referring to your letter of ....
18. We hasten to thank you for ....
19. I am anxious to hear from you about ....
20. You will, no doubt, be interested to hear ......
21. We wish to remind you that ....
22. I have to point out that ....
23. Your letter gave me ....
24. We submit herewith ....
25. I have carefully considered your ....
26. I have carefully considered your ....
27. I am pleased to confirm your letter of ....
28. With reference to your letter of ....
29. It is with considerable pleasure that ....
30. Many thanks for the beautiful ....
31. You will be sorry, I know, to hear that ....
32. I find it necessary to ....

* How to conclude a letter

33. We would appreciate the opportunity of showing you how efficiently we can serve you.

الفهرس

مهارات كتابة الرسائل التجارية والودية

[باللغة الإنجليزية]

يسر دار ومؤسسة رسلان للطباعة والنشر والتوزيع أن تقدم هذا الكتاب المتميز للقارئ الكريم. حيث سيجد فيه كل ما يحتاج إليه من مهارات لإتقان كتابة الرسائل التجارية والودية باللغة الإنكليزية.

يقوم الكتاب على أساس أحدث التقنيات في تعليم اللغة الإنكليزية فهو يعتمد على تقديم نماذج من الرسائل أو مقاطع منها وثم دراستها وتحليلها وبيان القواعد اللغوية المتبعة ويلحق بكل فصل معاني المصطلحات المستخدمة.

قدم الباحث ماجد دودين خلاصة تجربته الطويلة في تعليم اللغة الإنكليزية وإعداد المؤلفات التعليمية في هذا الكتاب على أمل أن يفيد أكبر شريحة ممكنة من دارسي اللغة الإنكليزية ومستخدميها سواء في مجال الأعمال التجارية أو المراسلات العامة.





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